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A MARKET RESEARCH STUDY
FOR A SOUTH DAKOTA WEEKLY NEWSPAPER
THE MOBRIDGE TRIBUNE

BY

JAN LAUGHLIN

A thesis submitted
in partial fulfillment of the requirements for the
degree Master of Science
Major in Journalism
South Dakota State University
1984

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A MARKET RESEARCH STUDY
FOR A SOUTH DAKOTA WEEKLY NEWSPAPER
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This thesis is approved as a creditable and independent investigation by a candidate for the degree, Master of Science, and is acceptable for meeting the thesis requirements for this degree. Acceptance of this thesis does not imply that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Dr. Richard W. Lee
Thesis Adviser

Date

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ACKNOWLEDGEMENTS

The author wishes to express her appreciation to:

Dr. Richard Lee, Department Head and Thesis Adviser, for his guidance, advice and his patience and cooperation in our long distance communications throughout this project.

Gene Chamberlin, Mobridge Tribune Publisher, for the opportunity to do this research project for his newspaper and his active involvement during the methodology planning and interviewing.

D. J. Cline, Journalism, Associate Professor, and friend, for her role for me as a mentor throughout college.

Maxine Steen, Graduate School Administrative Aide, for her typing this thesis.

Warren Hovland at the South Dakota State University Computer Center, for his assistance in tabulating survey questionnaires.

Delores L. Herold, my mother and best friend, for her undying love and emotional support in everything I do.

Shahrokh Sadaghiani, husband and always one close at heart, for his undying love and emotional support, acting as a major catalyst for me to complete this project.

DEDICATION

This thesis is dedicated to
my mother, brother
and Shahrokh Sadaghiani

CHAPTER I

INTRODUCTION

Sound market research is critical to a newspaper's success in planning pragmatic marketing strategy. Until recently, newspapers, like many other businesses, relied on intuition and imagination in making marketing decisions.

The newspaper's basic function is gathering information, therefore, it seems logical that it is best equipped to conduct its own market research. But the news function in itself may be a barrier, according to Walter Brovold, professor of journalism at the University of Minnesota.

As Brovold explained,

I knew, even from my own experience as an editor and publisher, to be so close to things that one doesn't see shifts and changes taking place, even in small communities, both in terms of population characteristics and in media attitudes. So I had for some time been speaking up in urging even the crudest kinds of readership and audience studies.¹

But the man-in-the-street approach to audience studies is inadequate for today's age of sophisticated market research, as explained by Steven Star, faculty chairman of the American Newspaper Publishers Association/International Newspaper Promotion Association.² The computer, growing media competition, the in-depth poll and the master of business administration degrees have brought more sophisticated, quantitative marketing research methods, Star said.³

Star, along with many newspaper industry experts, agree that professional market research holds the key to the success of newspapers

that have become vulnerable because of audience changes and media competition.⁴ The dilemma is that as much as professional market research is needed, it is often too costly for small newspaper budgets.

This thesis attempts to solve the dilemma by presenting a model for an in-house market research study for a weekly newspaper that cannot afford an outside research firm. The following study was developed for one weekly newspaper, the Mobridge Tribune, Mobridge, South Dakota.

One area in which newspaper market research can gather information is media competition. This is particularly important with the diversity in media apparent today. Where once the newspaper was the only business on main street, there are now other print competitors like marriage mail, direct mail, shoppers, circulars and suburban editions. The traditional electronic media are additional competition and greater challenges lie ahead with newcomers including cable television and videotext.

Sensing other media competition in its own market, the Mobridge Tribune sought market research data on (1) what are the media preferences of the market, and (2) what are the reading and purchasing habits of the Tribune's readers.

That information would allow the Tribune to evaluate the competitive situation primarily with the area radio stations. Radio was perceived to be the greatest threat to the Mobridge Tribune.

Another important role of newspaper market research is market identification and reidentification. Star firmly believes that it is

probably more important for newspapers to research their audiences because of their "multiple segments of both readers and advertisers."⁵ Complex audiences require calculated observation through market research, he said.

Audiences are becoming more complex and fragmented because of the surging media competition and new media forms, explained Allen Neuharth, chairman and president of the Gannett Co., Inc.⁶ This audience fragmentation will probably accelerate making market research even more important as a means of market identification, according to William Hornby, critic of the Denver Post.⁷

Also perceiving a need to reidentify its audience, the Mobridge Tribune sought market research data on (1) who is the target market in terms of demographics, and (2) what are the area shopping habits.

That information would provide a profile of the market and would allow the Tribune to evaluate the possible shift of shoppers from Mobridge to larger nearby communities such as Bismarck and Aberdeen. The information would also supply useful sales information for the Tribune advertising sales force as well as assist area merchants in making better marketing and advertising decisions based on relevant market data.

In addition to developing a basis for such research and a plan to carry it out, the author and the Mobridge Tribune carried out the research project with the following results:

The methodology is most applicable for weeklies and suburban dailies, because of the similar audience characteristics and market

information needs. The following study is particularly relevant for a community newspaper attempting to learn more about the community it serves and the competitive shopping areas and media on a smaller and less complex scale.

The Tribune study also has applications for larger newspapers and other operations such as publishing houses of magazines and broadcast media. Although this is a market profile study, the sampling information and general research guidelines provided would be useful in developing other studies such as editorial and advertising performance surveys.

The thesis is organized in the following manner:

Chapter II discusses the importance of market research as the basis of advertising sales. The chapter traces earlier market research studies of newspapers and newspaper industry associations. Several studies were acquired after contacting newspapers and organizations that conduct market research. Acquiring the studies was a problem because of the proprietary nature of market research. Enough studies were gathered to provide sufficient information to develop the Tribune study. The chapter discusses in more depth studies that were instrumental to the Tribune study. These were the Fournier Newspapers study, the Sioux City Journal, and the Des Moines Register.

Chapter III contains the methodology. Comparisons are made among three survey techniques; the face-to-face survey, the mail survey and the telephone survey. The survey method chosen for the Tribune study was the telephone method because of its speed and cost efficiency.

Also discussed in the methodology are two basic schools of thought in sample size, one based on population size (the universe) and the other on the sampling error desired. The Tribune study is based on the latter because it is considered more statistically credible. Other topics discussed in the chapter are questionnaire construction, training, interviewing and related factors.

Chapter IV analyzes the results of the survey. The study is based on 320 telephone interviews or an 80 percent response rate. The sample size yielded a maximum margin of error of \pm five, which is considered a statistically significant and credible survey. Overall, the study reflects a positive image of Mobridge as the primary shopping center and the Tribune as the preferred advertising source of the area.

The final chapter gives a summary of the study. It evaluates the strengths and weaknesses of the thesis and the problems involved in the questionnaire, interviewing, questionnaire editing and data processing. The chapter makes suggestions for improving the methodology and also gives the thesis conclusions and recommendations for further study.

The appendix has information for do-it-yourself market research. It also contains the market research report and the promotional booklet used as major promotional tools for the Tribune sales force.

In summary, the major purpose of this thesis is to serve as a model for newspapers that cannot afford the service of an outside research firm but want a statistically significant and credible market study.

The following study attempted to identify the Tribune's market and to learn more about media competition in the area. Newspapers today are vulnerable because of audience changes and media competition. Many experts agree that market research holds the key to newspapers' future success--Mark Arnold, vice president/advertising for Gannett Co., Inc.; Edward Linsmier, executive director of the International Newspaper Promotion Association; John Fournier Jr., former president of the Fournier Newspaper group, Kent, Washington to name a few. Hence, it is this author's hope that the following research study, developed for one weekly newspaper, may be useful for other weeklies as well as other media in today's competitive media market.

ENDNOTES

¹ Letter from Professor Walter Brovold, School of Journalism and Mass Communication, University of Minnesota, Minneapolis, Minnesota, June, 1983.

² Elise Burroughs, "Modern Marketing Makes Its Mark," Presstime, December, 1981, p. 4.

³ Ibid.

⁴ Ibid.

⁵ Steven H. Star, "Why Marketing is so Essential for Newspapers," Presstime, May, 1983, p. 35.

⁶ Allen H. Neuharth, "Opportunities for Newspapers will Abound in Exciting '80s," Presstime, January, 1980, p. 2.

⁷ Burroughs, p. 9.

CHAPTER II

BACKGROUND LITERATURE

The Importance of Newspaper Market Research

The 1980s represents a dynamic era of change and exciting opportunity for newspapers, said Allen Neuharth, chairman and president of the Gannett Co., Inc. in an introduction in Presstime, January, 1980.

Some of the trends he described are more diversity of news and opinion, new technology to better fill audience needs in existing media and the creation of new media forms. "There will be more large and small newspapers, more magazines, more television stations, more radio stations,"¹ he explained.

Neuharth's forecast of dramatic change is apparent today. Newspapers are facing tough competition in the print industry, particularly among free, large circulation shoppers and circulars and the influx of specialized suburban editions.

New electronic media forms with their applications of technology continue to astound the public and the mass media.

These new media forms have created audience fragmentation, as Neuharth mentioned.²

But he remains confident that newspapers will confront these challenges successfully:

These changes in the '80s will by no means spell the end of newspapers as we know them. The changes in the media generally do mean that newspapers will have to continue to evolve and change in order to prosper. The exciting '80s are our opportunity, not just to survive, but to produce newspapers which are stronger in every way -- in service to readers

and advertisers, to our communities, our states and our nation.³

The secret to success for newspapers lies in sound marketing grounded in market research, according to Steven Star, faculty chairman of the American Newspaper Publisher's Association/International Newspaper Promotion Association.⁴ Newspapers must adopt the basic marketing concept which states that the success of a business is dependent upon its ability "to identify and satisfy the needs of its constituents," he said.⁵

"A segment of the newspaper business may still rely solely on the instinctive approach, but increasingly newspapers are deciding that this modern, complex age requires more sophisticated marketing methods," Star said.⁶

The success in advertising sales will become more dependent on sound market research, said Mark Arnold, vice president/advertising for Gannett Co., Inc.⁷

The advertising salesperson in the '80s is going to have to move away from selling and salesmanship and begin to take the marketing point of view. Marketing is calculated selling. Marketing is taking what the newspaper produces and stopping to ask: What do people want and need?"⁸

Advertisers, too, are becoming more marketing and research oriented and are demanding more market information from their newspapers, said John Fournier, Jr., former president of the Fournier Newspaper group in Kent, Washington.

He explained in a chapter he wrote for The Newspaper, "today's salespeople must be armed with marketing material that can help them (advertisers) plan advertising programs for any size retailer, from the

small independent to the largest chain."⁹ It is particularly important for small newspapers to have accurate market information available, he said.

Even a town with only one hardware store is still supplied by a wholesaler with a large marketing department that needs to know about that community and that must be able to help the hardware owner merchandise it properly. The local newspaper usually is the only source for the collection of this specific data.¹⁰

As of yet, however, newspapers have been slow to make market research a fiscal priority. Only a few newspapers allocate over two percent of their total budget to sales promotion, research, public relations and community service. Broadcasters and magazines spend more, said Edward Linsmier, executive director of the International Newspaper Promotion Association.¹¹

Many industry experts believe that newspaper research will increase because computers offer ease and precision in data tabulation and that will encourage smaller newspapers to enter the field.¹²

Because of the high demand and sophistication in market research today, professional research is usually too costly for smaller newspapers and, therefore, only used by the large operations. But, there are publications and organizations in the industry helping the community newspaper develop market research--The American Newspaper Publishers Association, the International Newspaper Promotion Association and the Newspaper Advertising Bureau are a few.

Newspaper Market Research Studies Used as Background

A great majority of newspaper market research studies for advertising sales is under lock and key because of competition in the industry and the proprietary nature of the studies. This keeps newspapers from benefiting from the cooperative exchange of market research information. It also restricts academic use of market research materials.

Approximately 20 organizations were asked if they would provide newspaper market research studies. Eight newspaper organizations did send studies and/or information for this study. They were: The Sioux City Journal, Sioux City, Iowa; The Des Moines Register and Tribune, Des Moines, Iowa; the Wisconsin Newspaper Association; the Minnesota Newspaper Association; the Fournier Newspapers, Kent, Washington; the Newspaper Advertising Bureau; the American Newspaper Publisher's Association, and the International Newspaper Promotion Association.

John L. Fournier, Jr., former president of Fournier Newspapers in Kent, Washington, is referred to earlier in this chapter. His organization is known in the industry for its gathering and use of advertising market data.¹³ His chapter, "Market Data -- The Basis of Advertising Sales," in The Newspaper set the basis for this study.

Fournier explained in his chapter that primary and secondary data on the market are the newspaper's best advertising sales promotion.¹⁴ Primary data are considered the newspaper's market in circulation, Area of Dominant Influence (ADI) and other outstanding characteristics. Secondary data include information such as population, housing, retail outlets, payrolls and education.¹⁵

The collection of data for the newspaper involves three steps: (1) gathering facts and figures about people in the newspaper's circulation area (the universe), (2) translating the raw data into useful sales material, and (3) using the refined data to increase advertising. Through this process research, marketing and promotion work together in the sale of advertising, Fournier explained.¹⁶

As mentioned, Fournier said that newspaper market research is important to help any size merchant plan a more effective and competitive advertising program. It is this public relations effort of newspapers that can help generate advertising sales.

Helping Mobridge area merchants make better marketing decisions and improving advertising sales for the newspaper were goals set by the Tribune for this study. Information was to be gathered to create a market profile. This information would allow Mobridge area merchants to know their market better and make better marketing decisions based on research findings. The Tribune wanted information about primary data in circulation and market penetration of the Mobridge Tribune. Information that could also benefit the newspaper included such demographics as age, education, income, occupation, area retail communities and outlets, competitive media and shopping habits. The research findings from the Tribune study were to be packaged to market and promote the Mobridge Tribune among area merchants and other potential advertisers.

The Fournier Newspapers Study, Kent, Washington, was conducted by Frank N. Magid Associates, Inc., Marion Iowa, a research organization known nationally for its expertise in media survey research.

The study, "Shopping Habits and Information Source Preferences of Green River Valley Area Residents," was published in August, 1979.

The major objective of the Fournier Newspapers study was "to determine the consumer drawing power of Seattle Area retail outlets, with respect to specific categories of products." It "determines and isolates area consumers' reliance upon the various media as references for information about products, price, and location for these consumer items."¹⁷

The secondary objectives of the Fournier Newspapers study were to determine the longitudinal perceptions in demographics among the Seattle area and readership patterns for the three Fournier Newspapers after the recent conversion to daily publication and major content and format changes.¹⁸

The research questions answered by the Fournier Newspapers study include: (1) What is the demographic profile of shoppers in the Seattle retail areas? (2) Where and how often do they shop? (3) What affects their decisions in shopping location? (4) Where do they get their advertising information concerning specific product categories, store locations, and prices? Which specific newspapers, radio and television stations are referred to most often? (5) What are the readership levels for the various newspapers and the shopper? What is the awareness and evaluation of recently instituted product modifications? (6) What are the readership patterns of children 13 to 18? What are their attitudes regarding desired improvements in newspapers?¹⁹

The telephone study for the Fournier Newspapers was conducted

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in July, 1979. Heads of the households that were ages 18 and over were interviewed within the readership areas of the Fournier Newspapers. The sample of 500 was a stratified design based on sex, age and area of residence. Check quotas were established through census figures and the 1978 Sales and Marketing Management Survey of Buying Power Data Service. Selection of respondents followed area probability/cluster quota sampling techniques. This technique is a random area or cluster sampling with each stratum in the sample representative of the population.²⁰

The information from the Fournier Newspapers study on shopping habits and preferences was most useful to the Tribune. The Fournier Newspapers study asked shoppers their favorite shopping area referring to specific shopping centers and shopping frequency in a month period. Reasons for shopping were also obtained by open ended questions that were transcribed verbatim.

Like the Fournier Newspapers study, one of the major objectives of the Tribune study was to pinpoint shopping habits and preferences of area residents by community, stores and time periods. The Tribune staff and some area merchants were concerned about a possible and significant shift in shopping traffic from Mobridge to Aberdeen, Bismarck, and other communities. Aberdeen and Bismarck were seen as the major competitors.

It was also important for the Tribune to learn the amount and frequency of shopping traffic from the outside communities. Information about favorite stores in Mobridge was expected to be useful for the Tribune sales force and area retailers, however, asking respondents their

reasons was too lengthy for this survey.

Defining the target market is of essential importance to marketers and should be a continuous effort. This is done through demographics such as age, income and education, and psychographics which indicate lifestyle. The former is more easily obtained than the latter; however, modern marketing is striving to obtain more of the qualitative psychographic data because these lifestyle characteristics have a great impact on consumption. The Fournier Newspapers study developed demographic information into an index of Socio Economic Status (SES), an important marketing indicator which was useful for the Tribune study;

From a marketing point of view, it is frequently useful to analyze media in terms of demographic characteristics such as education, income and occupation. However, these separate data may not always best explain purchasing motivation or behavior.

For example, a university professor holding a doctoral degree may earn 25,000 dollars a year. A cross-country truck driver may earn the same. In the research process, both would be classified in the same category. However, their identical income levels may not reflect similar consumption patterns. The professor may devote a larger share of his income to books, records, and travel. In contrast, the truck driver may devote a larger share of his income to a home shop and to mechanical projects.

In other words, in analyzing income data, it is often assumed that persons with similar incomes follow similar purchasing patterns. They do have the same amount of disposable income. However, in terms of the manner in which this income is expended, the behavior of the two persons might differ markedly. If other factors in addition to their income were known, their purchasing behavior could be better predicted.

In an effort to better understand - and thereby better predict marketing behavior, we have developed an index of Socio-Economic Status (SES). This index is based on a combination of income, education, and occupation ranking. We assume - and research findings support this assumption - that the income level of an individual defines only his or

her potential for purchases. An individual's educational achievement and, to a lesser extent, occupational achievement, define the direction of his or her purchases. Thus, the SES index, which combines all three variables, indicates not only purchasing power but also suggests taste. In so doing, it provides a more realistic categorization of respondents in terms of both spendable income and lifestyle and enables a clearer interpretation of behavioral data.²¹

This SES status was also applied to the Tribune study to give a keener profile of the market. A special section of the Tribune market report highlights education, occupation and income information, which, as a group best determines purchasing power and tendencies.

Another study, the "Sioux City Journal Market Facts," Sioux City, Iowa, was instrumental in the development of the Mobridge Tribune study because it helped the author establish study objectives, plan the study's questionnaire and methodology and, most importantly, it helped plan the sales promotion booklet.

The Journal had contracted Market Opinion Research Consulting and Studies Division of Detroit, Michigan, as its research firm. Market Opinion Research was established in 1944 and is recognized as one of the largest organizations for media research and marketing strategy.²²

The market studied was the Sioux City, Iowa, area. Sioux City has a population of 82,000 and has a metropolitan population of approximately 120,000. The city serves as the retail center for a thirteen county district and is a major market area of 220,000 people. The estimated household income is \$19,561 and retail sales of the area total \$1 billion. Sioux City has several major retail trade areas, is home of ten Fortune Top 500 industries, is a medical center and has three colleges. The area includes some of the richest farm land and is the top hog market in the world. It has the second largest stockyard and

the fourth largest cattle market in the world.²³

The Sioux City Journal is the major advertising medium for the market. It has a circulation 58,990 daily and 50,668 Sunday. The Journal reported that it reaches 87 percent of the total adult population in the five county major market study area and was the only daily in the state that showed a net gain in circulation in 1981.²⁴

The telephone study for the Sioux City Journal was conducted by Market Opinion Research in September, 1981. The sample of 500 was a probability design representative of the total market area, particularly the major market for most retailers. A special respondent selection technique known as the Trolldahl-Carter-Bryant Method was used. "This procedure randomizes selection based on age and sex and thus provides a sample that closely matches the adult population."²⁵ Data was based on the individual adult rather than the household because the Journal felt that newspaper readership was an activity of the individual adult.

The major objective of the Journal study was to get information about the six shoppers in the major retail trade areas, editorial performance ratings, and preferred advertising media in the area.

Similarities between the Sioux City and Mobridge markets and the marketing needs of the respective newspapers make the Sioux City Journal study especially applicable for the Mobridge Tribune.

Mobridge, South Dakota, is not the size of Sioux City, but it is the major shopping area for a four to five county area with a city population of over 4,000 and a four-county area population of

approximately 20,000. On a smaller scale, Mobridge is a growing commercial center with many of the businesses supporting tourism, the city's second largest industry. Mobridge, like Sioux City, is an important agricultural center where wheat, corn and sunflowers grow and large ranches of feeder cattle thrive. As with any growth city, competitive media in radio and television exist.

The sales promotion objective of the Journal study was the type the Tribune wished to pursue. The demographic section of the Journal study suggested to the Tribune what factors were useful in profiling the market: sex, age, household income, tenancy, type of dwelling, length at present address, marital status, education and occupation. The Journal study illustrated how the demographics could be divided by specific categories and cross referenced for comparison.

The Tribune also used the section on reading and purchasing habits. Do you receive the Sioux City Journal daily or Sunday? When do you usually first read the Journal? How do you receive the Journal?

Editorial performance information was not sought for the Tribune study because the Tribune wanted to focus on market identification in demographics, media preferences and shopping habits.

One of the sections of the Journal study that was particularly useful to the Tribune was on media penetration comparisons between the Journal and the local radio and television stations and the section on preferred advertising media for particular goods and services.

The Journal study was especially helpful because the promotion booklet presented its market data in a simple and graphically appealing

promotion booklet. Shaded bar graphs and related line drawing illustrations accompanying percentage figures helped breathe life into what is perceived as dull and complicated statistics. A similar style was designed for the Tribune. Simplicity and eye appeal were the major objectives in a study prepared for retailers unfamiliar with complicated statistics.

Another important research source was The Des Moines Register and Tribune, Des Moines, Iowa. The newspaper conducts market research on subjects such as defining various market segments, particularly in the major retail trade areas and on shopping and media habits. From the various studies received, it appears that shopping mall studies account for most of its recent research.

The shopping mall studies were conducted by personal intercept at the shopping malls and reflected weekend shopping only. One study known as the "Mall Intercept Study -- Valley West Mall," 1982, interviewers were placed on a rotating basis at the main exits from the mall. Adult men and women 18 and older were randomly selected as they passed the exits.²⁶

The media-retail surveys are a more in-depth study of shopping and media habits over an extended period of time. The "Merle Hay Mall Analysis" of 1975 and 1979 were based on similar questions with results of the two studies compared in order to measure changes in mall customers over the past four years.²⁷

The value of the Des Moines studies for Mobridge Tribune purposes was as an example of the cross tabulation of the basic questions. From

these questions, the demographic profile of readers versus non-readers, cross-shopping between retail shopping centers and individual retail locations, coverage of retail customers, as well as coverage of individual demographic groups could be examined. The Des Moines studies were also useful references in report analysis construction.

Other studies sent from the Newspaper Advertising Bureau, the Minnesota Newspaper Association and the Wisconsin Newspaper Association provided useful information in market research, methodology and analysis in general and were particularly valuable for studying questionnaire construction and terminology.

In summary, the future success of newspapers is dependent upon sound market research to help study audience change and media competition. Unfortunately, a great majority of other newspaper market research studies are not easily obtained because of industry competition and their proprietary nature. The Fournier Newspapers study, Kent, Washington, served as a basis for this study-- "Market Data The Basis of Advertising Sales." Other studies obtained from newspaper organizations helped establish study objectives, write the questionnaire and plan the promotional booklet for the Mobridge Tribune.

ENDNOTES

¹ Allen H. Neuharth, "Opportunities for Newspapers will Abound in Exciting '80s," Presstime, January 1980, p. 2.

² Ibid.

³ Ibid.

⁴ Steven H. Star, "Why Marketing is so Essential for Newspapers," Presstime, May, 1983, p. 35.

⁵ Ibid.

⁶ Elise Burroughs, "Modern Marketing Makes Its Mark," Presstime, December, 1981, p. 4.

⁷ Mark Arnold, Ganneteer, March, 1981, p. 6.

⁸ Ibid.

⁹ John Fournier, Jr., "Market Data - The Basis of Advertising Sales," The Newspaper, ed. D. Earl Newson et. al., (Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1981), p. 95.

¹⁰ Ibid.

¹¹ Edward Linsmier, "The /80s: Marketing/Promotion," Presstime, January, 1980, p. 27.

¹² Ibid.

¹³ Fournier, p. 95.

¹⁴ Ibid, p. 96.

¹⁵ Ibid, p. 96.

¹⁶ Ibid, p. 99.

¹⁷ "Shopping Habits and Information Source Preferences of Green River Valley Area Residents," for Fournier Newspapers, Kent, Washington, by Frank N. Magid Associates, Inc., Marion, Iowa, August, 1979, p. i.

¹⁸ Ibid.

¹⁹ Ibid, p. 11.

- 20 Ibid, p. iii.
- 21 Ibid, p. ix-x.
- 22 "The Sioux City Journal Market Facts," The Sioux City Journal, Sioux City, Iowa, 1982, p. 3.
- 23 Ibid, p. 1.
- 24 Ibid.
- 25 Ibid, p. 2.
- 26 "Mall Intercept Study - Valley West Mall," Research Department, Des Moines Register and Tribune, November, 1982, p. 1.
- 27 "Merle Hay Mall Customer Analysis," Research Department, Des Moines Register and Tribune, April, 1980, p. 1.

CHAPTER III

METHODOLOGY

This chapter discusses how the methodology was developed for the Mobridge Tribune study. It is a market profile study which attempts to identify the Mobridge Tribune market in demographics, shopping and media habits. Data from the study were to be used primarily as an advertising sales tool for the Tribune. The Tribune publisher and the author wanted a survey method that could be completed within a month during the summer. They also wanted a method that was inexpensive because of the limited budget. They also wanted data that could be analyzed and interpreted into simple percentage figures for retailers unfamiliar with market research.

The first step in developing the methodology was selecting the basic survey technique. The publisher and the author chose the telephone survey rather than the personal interview or mail survey because of its speed, cost and efficiency. Telephone surveys are currently popular because they cost less and usually have a higher percentage of responses than mail surveys.

The personal interview was not considered practical for the Tribune study because of its cost in time and money for each interview. Larry J. Sabato said that a benchmark survey is typically 45 minutes and usually costs about \$20-\$35 per interview.¹

The mail survey was another alternative but did not have the quickness the Tribune needed. Kenneth D. Bailey reported that a

typical mail survey with two follow-ups takes at least six weeks and three months is not unusual in order to receive an adequate response rate.² Mail surveys conducted in the summer usually have lower response rates.³ This could be a particular problem in Mobridge because it is a bustling farming and tourist area in the summer. The directness of a telephone survey was expected to achieve a higher response rate.

The International Newspaper Promotion Association book, The Newspaper Research Primer, clearly related the advantages of the telephone survey:

In many instances a telephone survey will be your best method of getting the information you need. When speed is essential and you have a limited amount of money, go to the telephone. Usually the telephone method of interviewing costs are less than personal, face-to-face interviewing. You can interview more people with fewer interviewers. You have no travel expenses. Call backs are easy to make. Sampling with the telephone technique is simple and often less subject to bias. Interviewers can be more easily controlled since for the most part they are either operating from their homes or from a central telephone headquarters. The information they are collecting can be quickly played back if it is needed. A respondent usually will be willing to spend 20 or 30 minutes on the telephone answering survey questions. Telephone interviews of five to ten minutes in length can be handled fairly easily by interviewers who are properly trained but not necessarily highly experienced.⁴

Telephone interviewing in the 1980s has increased because more people have telephones. Bailey reported that 98 percent of households would have access in 1982.⁵ Telephone access of the Mobridge area was checked with the supplier Northwestern Bell. It reported over 99 percent access in Mobridge and about 96.5 percent in the surrounding communities.

The telephone interview was concluded to be faster, cheaper and better supervised--all the characteristics the Tribune desired. The only expected problem was the time limit of a telephone survey length, thus, a questionnaire was designed to take a maximum of ten minutes of the respondent's time.

The second step in developing the methodology was selecting the sampling technique for the Tribune study. The major objectives for drawing the sample were: (1) that the sample size and structure represented the Mobridge area population, particularly the Mobridge Tribune circulation, and (2) that the sample be statistically significant and credible as a market research project.

A sample is a subset of the total population. Sampling can be highly accurate and representative of the population thereby saving time and money. A sample must always be seen as an approximation of the whole rather than as a whole in itself, as explained by Bailey.⁶ Statistical formulas cannot guarantee error-free surveys, but errors can be limited beginning with the sample.

The population was considered first when drawing a sample. There were approximately 20,000 people in the four county area of Mobridge.⁷ An accurate listing of the population was needed for drawing the sample. The area telephone directory was used to select the sample for the Mobridge study since it was a telephone survey and Northwestern Bell had reported more than adequate access in Mobridge and in the surrounding communities.

The sampling design for the Mobridge study was a stratified

random design. Bailey explained stratified random sampling as: "A stratified sample obtained by separating the population elements into nonoverlapping groups, or strata, and then selecting a simple random sample from within each stratum."⁸

The strata for the Mobridge survey included Mobridge, the East River communities (communities east of the Missouri River): Bowdle, Glenham, Herreid, Hoven, Mound City, Pollock, Selby; and the West River communities (communities west of the Missouri River): Eagle Butte, Isabel, LaPlant, McIntosh, McLaughlin, Morrystown, Timber Lake.

A problem that can result when combining the strata into a single sample for analysis is that strata may be greatly disproportionate. The problem is alleviated by weighting the strata.⁹ For the Mobridge survey, the number of Tribune subscriptions in each community was used to weight each stratum or community. After all, those who subscribed to the Tribune were considered the primary Mobridge market area. Mobridge residents represented 50 percent of the sample, East River residents represented 25 percent and West River residents comprised the other 25 percent of the sample. See page 5 in appendix A for the specific sample composition.

The author considered two methods in determining an adequate sample size. One called for a sample size of 5 percent of the population. The second method was based on a 95 percent confidence or probability level and a maximum margin of error of plus or minus five. The author chose the latter method because it appeared to be a more reliable and credible method.

The Research Primer said that percentages of 2 or 5 percent of a population are meaningless. "What is important in sampling is understanding sampling error or tolerance and what error is tolerable for any particular study."¹⁰

Errors not related to the sampling process may creep into a survey in the form of interviewer recording errors, interviewee dishonesty or faulty memory, keypunch and tabulation errors. These kinds of errors may not be identified or cannot be calculated. Sampling error based on sample size and survey result can be calculated.

Most experts seem to agree that at a 95 percent confidence or probability level, the margin of error should not exceed five percentage points, plus or minus, for a viable survey.¹¹

The Tribune study fell within these parameters, based on statistical tables from The Frank N. Magid Associates, Inc., survey research study and Primer. (See pages 8 and 9 in appendix A).

The author chose a raw sample size of 400 anticipating a questionnaire completion rate of 80 percent--about 320 completed questionnaires. According to the table, the tolerance or statistical margin of error would be 4 percent off, plus or minus, at a 95 percent probability level.¹²

It should be emphasized that it is not the sample size but the method of sampling that is important. A large sample will not insure accuracy if other steps have not been taken, beginning with the sampling frame or accurate list of potential interviewees, for example, newspaper circulation lists and telephone directories.¹³ The sampling frame should

reflect the population of the study as accurately as possible. The Mobridge area telephone directory was the most accurate sampling frame which represented the Mobridge population based on high telephone access in the area. The sample design should also consider the population. The stratified sample design for the Tribune took into consideration the city of Mobridge residents as well as surrounding community residents. A random design is preferable as it does not show bias for any personal characteristics,¹⁴ for example, choosing all respondents with last names with A is a bias which could result in an inaccurate sample.

The last task was selecting the sample of telephone numbers to be called. Businesses and second phones were eliminated from the telephone directory. All eligible numbers were then numbered. A random list of sequential numbers was drawn from the South Dakota State University computer to match the corresponding numbered phone numbers from the directory.

The stratified random sample used for the Tribune study represented the Mobridge area population and particularly the Mobridge Tribune circulation list. The sample size of 400 with an anticipated 80 percent questionnaire completion rate was planned to yield a statistically significant survey with a 95 percent confidence level and a maximum margin of error of five percent, plus or minus.

The third phase in methodology development was questionnaire construction. The thirty-two questions were to answer: (1) What are the media preferences of the market? (2) What are the reading and

purchasing habits of the Tribune readers? (3) Who is the target market in terms of demographics? and (4) What are the area shopping habits?

Persons called were told in the introduction that this was a marketing survey, that the research was being done by South Dakota State University and that the respondent was chosen from a random telephone directory sampling. The introduction made no mention of the Tribune being the sponsor so as not to introduce bias.

In order to obtain an accurate representation of shopping, purchasing and related media habits of the Mobridge area, interviewers asked to speak with the major shopper of the household. Traditionally, 85 percent of major shoppers of households are women. Many interviewers assume this the case and ask to speak with the female head of the household.

The Mobridge study took a more neutral ground asking to speak with the "major shopper" of the household, whoever that was.

The first set of questions contained shopping habits in preferred shopping communities, the shopping time of week or month and preferred stores. The use of the "hometown" category in coding the questionnaire was designed to help determine whether or not shoppers were staying in their communities to shop.

The second set of questions referred to preferred source of advertising information for specific consumer goods. These questions were designed to compare the newspaper's impact to radio, television, and direct mail. The Tribune was particularly concerned with radio because of its growth and accelerated advertising efforts within the past year.

The third set of questions covered Tribune reading and purchasing habits. Results were to document anticipated area loyalty and for illustration in the promotional booklet.

Another set of media related questions concerning radio and television were included for the purpose of monitoring competitive impact and preferred stations.

The last set of questions covered demographics in order to develop a market profile. Questions of particular interest to retailers were included; for example, socio-economic questions of education, occupation and income. Demographic questions are the most suspicious for the person interviewed because they often seem irrelevant or "snoopy." Therefore, the questions were placed last in the questionnaire.¹⁵ The income question, highly volatile but necessary, was the last question.¹⁶ This question receives the lowest response rate.¹⁷

The questionnaire was to extract data that could be simply presented in a promotional booklet for retailers unfamiliar with market research but who were interested in learning more about their market and how to better serve it. The author planned to use the demographic data in an introductory section of the promotional booklet in a market profile. Another section that the author planned would be on shopping information. A third section would be on the Tribune and competitive media. A fourth section would compare media in newspaper, television, radio and direct mail as a preferred advertising source for specific items such as groceries, furniture and so forth. Simple percentage figures using the total sample figures would be used,

except for the shopping section where the percentage figures would be broken down by Mobridge, East River and West River data to better indicate specific shopping information by area.

The questionnaire was pretested on area residents. Several problems were identified and solved before the actual interviewing. One problem was the introduction. The first version was too lengthy. Its detail seemed to confuse interviewees and lead to suspicious questions. Also, the time period of 10 minutes was mentioned in the first introduction which caused many people to refuse to be surveyed. Wording was changed to say that the survey would only take a few minutes and a tag line asking for the respondent's help seemed to work well in getting more people to respond.

Another problem with the questionnaire was the lengthy and redundant section on preferred source of advertising media in newspaper, television, radio and direct mail for a long list of items such as groceries and furniture. This section sought information that the Tribune needed in order to document newspaper worth in a promotional booklet. The publisher and interviewers were made aware of the problem and a structured clarification was developed.

After questionnaire construction was completed, interviewer training and hiring was conducted. Three part-time interviewers were hired and trained to conduct the survey from a central location, the Tribune office. The benefits of hiring and training interviewers and operating out of a supervised, central outlet were emphasized in a thesis entitled, "A Case Study In Establishing An In-House Polling Operation For A South Dakota Political Campaign," by Jeff Brockelsby.¹⁸

Brockelsby mentioned problems with his political poll in volunteer interviewers not showing up on time and greater inefficiency in general.¹⁹ He also mentioned the importance of interviewer supervision from a central office in monitoring their progress and editing their questionnaires immediately after each interview.²⁰ Thus, it was perceived that a central location was a more productive and serious work environment.

The interviewers hired had previous telephone experience. As recommended in the International Promotion Association booklet, "A Procedural Approach to Telephone Surveys," a training session was held to cover the purpose of the survey, read the questionnaire and conduct practice interviews.²¹ Trainees listened to each other's interviews on a speaker phone and discussed problems. The publisher found this to be a thorough training session.

During July, 1983, most of the calling was conducted at the Tribune office. As recommended by the Primer, 10 percent of the calls were monitored by a supervisor.²² Calls were made at various times of the day to reach those not at home. Every attempt was made to reach nonrespondents. Toward the end of the survey period, one of the interviewers called nonrespondents from her home.

In summary, a methodology for the Tribune study was developed which would meet the newspaper's special needs--a telephone survey that would be fast and economical, one that would sample various sectors of the Mobridge area market representatively and would be based on statistics. Questions were planned to answer specific questions the newspaper and retailers had on the market and, most importantly, the

project would be carried out by professionally trained interviewers.

ENDNOTES

¹ Larry J. Sabato, The Rise of Political Consultants: New Ways of Winning Elections (New York: Basic Books, Inc., 1981), p. 79.

² Kenneth D. Bailey, Methods of Social Research, 2nd Ed., (New York: The Free Press), 1982, pp. 170-174.

³ "SNA Market Research - A series of do-it-yourself mini research designs" Suburban Newspapers Advertising Bureau, A Division of Suburban Newspapers of America (Chicago), p. 12.

⁴ Newspaper Research Primer, 2nd Ed., International Newspaper Promotion Association (Virginia: INPA), pp. 99-100.

⁵ Bailey, p. 208.

⁶ Ibid., p. 86.

⁷ U. S. Census, 1980.

⁸ Bailey, p. 95.

⁹ Ibid., p. 105

¹⁰ INPA, p. 44.

¹¹ SNA, p. 4.

¹² INPA, p. 46.

¹³ SNA, p. 5-6.

¹⁴ Bailey, p. 91.

¹⁵ Bailey, p. 111.

¹⁶ Bailey, p. 137.

¹⁷ Ibid.

¹⁸ Jeff Brockelsby, "A Case Study In Establishing An In-House Polling Operation For A South Dakota Political Campaign" (South Dakota State University, 1983), 64, 96-97.

¹⁹ Ibid., p. 97.

²⁰ Ibid.

²¹ "A Procedural Approach to Telephone Surveys," International Newspaper Promotion Association (Virginia: INPA), p. 8.

²² INPA, p. 106.

CHAPTER IV

STUDY RESULTS

In this chapter, the author analyzed the Tribune study response rate, survey results and the cost.

In the first section of this chapter, the response rate is calculated and evaluated. The second section presents the data and their ramifications. The third section gives the Tribune survey costs and gives a commercial research figure as a yardstick for comparison.

The first point of evaluation was the response rate. The percentage of persons responding to the sample is considered adequate for telephone surveys.

There were 400 households selected for the sample and completed questionnaires from 320 which gives an 80 percent response rate. Eighty households were eliminated from the sample because of disconnected numbers, no responses, refusals, repeats and some business numbers.

A ninety-five percent response rate for telephone surveys is common.¹ That is much higher than mail surveys which often have a 50 percent response rate, or lower, according to Bailey.²

The time the study was conducted may have lowered the response rate. The Suburban Newspapers of America booklet recommends

it is generally best to avoid making a study like this (a telephone market study for a newspaper) in summer months because so many families could be away from home that it may be impossible to interview a real sample of people you want, and, because of the need for more callbacks, the field work will cost more.³

Other external factors may have reduced the responses. Tribune publisher Gene Chamberlin discovered that a number of telephone surveys and solicitations had been made in the community about the time of this survey.⁴

Another method for calculating survey response rate by Dillman results in a higher response rate for the Tribune study--93 percent. Instead of determining the response rate by the original sample, Dillman's method calculates the response rate by the eligible respondents -- "a more direct indicator of a method's response-inducing capabilities," Dillman explained.⁵

The study's response rate would be calculated accordingly:

$$\frac{320 \text{ (number of completed interviews)}}{400 \text{ (number in original sample)} - 55 \text{ (noneligible and nonreachable)}} = 93\%$$

The noneligible interviews are the duplicate listings and business numbers removed from the sampling frame. Nonreachables are persons not at home and disconnected telephones.

Dillman's method indicates a truer response rate since numbers of the nonreachable listings were disconnected telephones and, therefore, were no longer part of the population. Although the number of disconnected telephones was significant, the manager of the local telephone company believed that the sample was representative in that people had moved and some people had unlisted numbers.⁶

The sample was drawn to reflect the Tribune's target market in the Mobridge area. The number of Tribune subscriptions in each community determined the number in each stratum of the sample. Fifty percent

of the sample represented Mobridge, 25 percent represented East River communities and 25 percent represented West River communities.

The actual survey resulted in the following representations: 46 percent from Mobridge, 26 percent from East River communities and 28 percent from West River communities.

The Tribune study also reflects a statistically significant survey in terms of margin of error. The initial plan was a sample of 400 which would yield a maximum margin of error of plus or minus five percent. Even with a sample size of 320, the maximum margin of error is estimated to be no more than plus or minus five percent based on the statistical charts in appendix A on pages 8 and 9.

For example, the chart shows that a sample of 300 with a response rate of 75 percent yields a margin of error of five percent. Response rate is viewed as the variance in response from one respondent to the next. While the INPA suggests that the greatest variance of 50 percent be considered as a rule of thumb,⁷ a 75 percent variance was considered for the Tribune study because the audience was perceived to be homogeneous and not spanning wide geographic and demographic groups.

In conclusion, the response rate is considered adequate by either method of calculation. The tolerance or margin of error is also considered adequate for a credible survey--plus or minus five percent at a 95 percent probability level.

The second area of analysis was the data and their ramifications. One of the purposes of this study was to collect demographic data that would identify the Mobridge area audience. What results is a "market profile." Tables 1 and 2 illustrate the total market demographics.

TABLE 1

QUESTIONS 21 THROUGH 32
DEMOGRAPHIC INFORMATION

4-County Major Market Area
TOTAL POPULATION 19,816

SEX of major shopper

Male 10%
Female 90%

AGE of major shopper

18-24 11%
25-34 20%
35-44 15%
45-54 11%
55-64 17%
65 or older 26%

HOUSEHOLD INCOME

Under \$10,000 34%
\$10,00-\$19,000 35%
\$20,000-\$30,000 19%
\$30,000 or more 12%

TENANCY

Own Home 85%
Rent 15%

TYPE OF DWELLING

Single Family House 76%
Apartment 8%
Duplex 2%
Townhouse 1%
Mobile Home 13%

TIME AT PRESENT ADDRESS

Less than 1 year 6%
1-5 years 32%
5-10 years 15%
10-15 years 9%
15-20 years 7%
20 years or more 30%

TABLE 1 (continued)

MARITAL STATUS of major shopper

Married	74%
Single	26%

EDUCATION

8th grade or less	18%
Some high school	7%
High School graduate	36%
Some college	21%
College graduate	14%
Post graduate or more	4%

OCCUPATIONMALE head of household

Managerial	13%
Blue collar	21%
Professional	10%
White collar	7%
Retired	19%
Farmer	30%

FEMALE head of household

Managerial	4%
Blue collar	13%
Professional	11%
Wife	35%
White collar	11%
Retired	22%

Raw Total = 320

Don't knows and refused to answers factored out
of all percentages.

SOCIO-ECONOMIC STATUS OF THE MOBRIDGE AREA RESIDENTS
(From total market data)

QUESTIONS 23, 25, 27, 32

<u>EDUCATION</u>	<u>OCCUPATION</u>		<u>INCOME</u>
	<u>Female</u> 90% of sample	<u>Male</u> 10% of sample	
36% High School Graduate	35% Wife	30% Farmer	35% \$10,000-19,000
21% Some College	22% Retired	21% Blue Collar	34% Under \$10,000
18% Grade School or Less	18% Blue Collar	19% Retired	19% \$20,000-30,000
14% College Grad.	11% Professional	13% Managerial	12% \$30,000 or More
7% Some High School	11% White Collar	10% Professional	
4% Post Graduate	4% Managerial	7% White Collar	

Raw Total = 320

Don't knows and refused to answers factored out of all percentages.

If a profile of the Mobridge respondent were to be drawn it would look like this. A typical Mobridge resident is married, is a high school graduate and comes from a rural background. He earns below the national median family income but his income is equal that of the state median family income of approximately \$16,000.⁸ On a national scale, the Mobridge resident is lower middle class in terms of income, but ranks higher at the state level.

The major shopper in Mobridge is female whose chief occupation is homemaker (wife). The male head of household is usually a farmer or blue collar worker.

Mobridge area residents represent a stable and mature market. Home ownership is the norm at 85 percent. The majority of the people has lived in the same home or apartment for over five years. The 32 percent who has lived at the same address from one to five years appears to account for the new generation of residents.

A significant percentage of the Mobridge area population is elderly, 65 years of age or older and retired--26 percent. This group of people has resided at the present address for over 20 years, has one or two household occupants and has an eighth grade education or less.

There are some differences in demographic characteristics such as occupation, income and residency between Mobridge city residents versus those who live outside Mobridge. More people in the city of Mobridge are employed in other occupations of managerial, professional and white collar. More women are in these occupations and work outside of the home. More people in Mobridge earn a higher income than

those of the smaller communities because of the occupations. On the other hand, more people in Mobridge earn under \$10,000 which appears to be because of more elderly, retired people in the city.

These demographic differences between Mobridge and the outside communities indicate that the overall market should not be viewed as one and the same. The outside communities maintain their traditional rural lifestyle whereas the city of Mobridge has urban life overtones. As stated earlier in chapter three, the demographic characteristics influence buying decisions, thus, it is important for the Tribune's advertisers as marketers to know these two distinct lifestyle differences between the city of Mobridge residents and the outside community residents.

Another objective of this study was to pinpoint shopping habits of area residents in terms of preferred communities, stores and shopping times.

The Tribune staff and some area merchants had been concerned about a possible and significant shift in shopping traffic from Mobridge to primarily the larger regional cities of Aberdeen and Bismarck.

Study results indicated that Mobridge outranked all other communities in weekly and monthly shopping except for weekly hometown shopping. Ninety seven percent of Mobridge city residents do their weekly shopping in Mobridge. The surrounding community residents prefer to do their weekly shopping at home but indicate Mobridge as their second choice.

For monthly shopping, Mobridge city residents prefer to shop

at home. The surrounding community residents prefer Mobridge over home for major monthly shopping.

Respondents preferred the end of the week and the end of the month for shopping. Thursday was the big shopping day.

The study also wanted to find out whether people got their buying information from newspaper, television, radio or direct mail.

The question asked, "In terms of newspaper, radio, TV or direct mail, what is your preferred source of advertising information for (item)?" Items asked about were: major appliances, furniture and home furnishings, banking and financial services, groceries, clothing and shoes, drugs and sundries, autos and auto supplies, restaurants and drive-ins, beauty and barber shops, real estate, business or professional services, liquor, beer, wine, lumber or building materials and livestock market reports.

Twice as many people preferred newspaper advertising except for livestock market reports. Residents got livestock market reports from radio 42 percent of the time and newspaper 36 percent of the time. The newspaper was the preferred advertising source for groceries, the cornerstone of local advertising, ten to one over direct mail. Direct mail was second to newspaper in most categories, radio was third, television was fourth. Radio was second to newspapers in beauty/barber shops, restaurants/drive-ins and business/professional services. Television was second to newspapers in drugs/sundries and liquor, beer and wine.

Respondents were also asked if they were watching television or listening to the radio at the time of the survey and which station

in order to learn more about media preferences in the area.

Less than half of the respondents were watching television or listening to the radio.

Of those, only 20 percent were listening to the radio. Most listeners were tuned in to Mobridge's KOLY and a few were listening to Bismarck's KFYZ.

Twenty-four percent of the respondents were watching television. Most were watching Bismarck's KFYZ.

Time is usually a major factor in media habits but was not made an important issue in this study. Calls were made at various times during the weekdays, evenings and weekends.

Radio/TV data were used in the Mobridge Tribune promotional booklet to compare Tribune penetration of the market. As is illustrated from pages 25 and 26 in appendix B the Tribune penetration is impressive compared to that of radio and television.

The most important information from this survey is the reading and purchasing habits of the Mobridge Tribune and the Reminder. The results met the positive expectations of the Tribune staff. (See page 23 reprinted from the promotional booklet.)

The Tribune/Reminder survey questions follow the question on which advertising media (newspaper, radio, television and direct mail) the residents preferred. It was a general to specific format from newspaper to the Mobridge Tribune. Respondents were asked if they had read the last issue of the Tribune. The reference to a specific time was thought by the author and the publisher to be more accurate since people generally remember specific time periods before averages. (i.e.

The number of issues read in a week or a month.)

The results show that 63 percent had read the last issue of the Tribune. Eighty-one percent had read at least one issue in the past month and 75 percent read four issues within that time. The Tribune penetration figures compared with those of radio and television show the Tribune's strength in the area.

Seventy-six percent of the sample were subscribers. The Tribune also has added penetration in "passed along" copies. Eleven percent of the respondents reported to receive the Tribune in this manner.

Wednesday is when most people first read the Tribune. They refer back to it two or three times.

Eighty percent of the respondents had read the last issue of the Reminder. The average reference back to it was two and three times.

In summary, the sales pitch for the Mobridge Tribune is grounded in statistical evidence; Mobridge is the major shopping community for weekly and monthly shopping. Newspaper is the preferred advertising medium for virtually all goods. The Tribune is the major retail advertising vehicle. The Tribune is read by most people right before the major shopping day and is referred back to again and again before the major shopping period ends.

Another important area of analysis for this study was the cost. The cost of market research by professional firms exceeds budget realities for small weekly newspapers. Tabulation costs, alone, for a general editorial/advertising performance study of 100 questionnaires and modest data requirements cost approximately \$1,500. For about the

same cost, a weekly newspaper can conduct a full scale market research study with the aid of a graduate student as market research director and a university computer center for data processing.

What follows are approximate costs incurred by the publisher for the Tribune study of July-August, 1983:

\$100 printing questionnaires - 500

\$150 pay for interviewers - 3 at \$3.35/hr.

\$100 supervision - publisher and assistant publisher

\$200 telephone toll charges

\$100 tabulation expense - South Dakota State University

\$650 cost of research

\$1000 cost of printing promotional booklet - 250

\$1,650 total cost of study

The publisher had planned on spending approximately \$1,500 for the Tribune study. Interviewer and telephone costs were slightly higher than originally planned because of the number of callbacks that were made. Production of the promotional booklet alone was the largest single expense. In conclusion, the entire Tribune study from origination to the finished product of the promotional booklet met the expectations of the publisher and the author.

ENDNOTES

- ¹ Kenneth D. Bailey, Methods of Social Research, 2nd Ed., (New York: The Free Press), p. 210.
- ² Ibid., p. 157.
- ³ "SNA Market Research - A series of do-it-yourself mini research design," Suburban Newspapers Advertising Bureau, A Division of Suburban Newspapers of American (Chicago: SNA), p. 12.
- ⁴ A letter from Mobridge Tribune Publisher, Gene Chamberlin, 111 West 3rd Street, Mobridge, S.D., 57601, August 15, 1984.
- ⁵ Don A. Dillman, Mail and Telephone Surveys, (New York: John Wiley & Sons, 1978), p. 49.
- ⁶ Letter from Gene Chamberlin.
- ⁷ Newspaper Research Primer, 2nd Ed., International Newspaper Promotion Association, (Virginia. INPA, 1978), p. 45.
- ⁸ 1980 U. S. Bureau of Census, 1980 Census of Population Characteristics of General Social Economic Characteristics, Current Population Report Series, Table 3, Selected Characteristics of Family, 1982-1981, p. 32.

CHAPTER V

SUMMARY AND CONCLUSIONS

The goals of this case study were: (1) to develop a market research study for an actual South Dakota weekly newspaper, and (2) to demonstrate that an in-house, university sponsored market research study is a credible alternative for a weekly newspaper that cannot afford the services of an outside professional firm.

This chapter examines how the case study accomplished these goals. It also discusses the survey's strengths and weaknesses, offers suggestions for improving the methodology and presents conclusions.

As mentioned earlier in the introduction and chapter two, this study sought market data for the basis of advertising sales. The Mobridge Tribune wanted information on the Mobridge area market that would help area merchants make better marketing decisions and would help increase advertising sales for the Tribune. "Market Data -- The Basis of Advertising Sales," in The Newspaper by John Fournier, Jr., served as a guide for this study.

Fournier's basic philosophy is that, "today's salespeople must be armed with marketing material that can help them plan advertising programs for any size retailer, from the small independent to the largest chain."

The Tribune also sought market data that would help Mobridge area merchants. Four basic types of data were desired: (1) demographics to identify or "profile" the market, (2) data on preferred shopping

communities and times, (3) information on preferred advertising media: newspaper, radio, television or direct mail, and (4) reading and purchasing habits of the Tribune and Reminder.

The author had trouble obtaining other market studies conducted by newspaper organizations for background reading. This was due to the studies' proprietary nature and competition in the industry. Several studies were obtained which were useful in the development of the Tribune study: the Fournier Newspaper study (1979), Kent, Washington; Sioux City Journal study (1982), Sioux City, Iowa; Mall Intercept study, Valley West Mall (1982), and the Merle Hay Mall Customer Analysis (1980), both by the Des Moines Register and Tribune, Des Moines, Iowa. The studies were useful in planning the methodology, writing the questionnaire, planning data tabulation and designing the promotional booklet.

The methodology was planned after evaluating other studies and reading research sources and designed for the special needs of the Tribune. A telephone survey method was planned because it was considered most efficient and quick.

A stratified random sample was drawn because it best reflected the area population. The three major areas represented in the sample were the city of Mobridge, communities east of the Missouri River and communities west of the river. The communities or strata were represented and weighted in the sample based on Tribune circulation in those particular.

A sample size of 400 was decided by the author to be an adequate representation of the population. Even if the response rate turned out

as low as 80 percent, the margin of error would be a maximum of plus or minus five percent. This is considered a maximum rule of thumb in market research. Sample size and margin of error for the Tribune study were based on statistical tables printed in the Newspaper Research Primer by the International Newspaper Promotion Association and the Fournier Newspapers study.

A questionnaire was designed for the study which sought answers to demographic questions, shopping habits, media preferences in advertising sources and Tribune and Reminder reading and purchasing habits. The questionnaire was designed to take no more than 10 minutes of the respondent's time.

The survey was conducted in the summer. Three part-time interviewers were trained, hired and worked out of the Tribune office. Ten percent of the phone calls were monitored by the publisher and other supervisors. Every attempt was made to reach the original numbers in the sample.

Data was tabulated into four groups; city of Mobridge, East River communities, West River communities and the total sample.

The typical Mobridge shopper can be profiled as being female, married, high school educated and from a rural background. Her chief occupation is homemaker (wife), and her family earns under the national median family income but earns approximately the state median family income of \$16,000.

Most Mobridge residents own their own home and have lived at their present address for at least five years. There was a significant

percentage of elderly in Mobridge -- 26 percent.

There were some differences in demographic characteristics in occupation, income and residency between Mobridge city residents and those who lived outside Mobridge. Mobridge city residents had more employed in other occupations of managerial, professional and white collar. More women were employed outside the home. Also, Mobridge residents tended to earn more money, but at the same time, there were more elderly and retired people in Mobridge who earned under \$10,000.

Mobridge was reported as the major shopping community for weekly and monthly shopping. Newspaper was the preferred advertising medium for virtually all goods. The Tribune was the major retail advertising vehicle. Less than half of the respondents were watching television or listening to radio at the time of the survey. The Tribune is read by most people right before the major shopping day and is referred back to again before the major shopping period ends. .

The author believes that this case study was successful. First, the methodology was theoretically sound. The survey technique, response rate, margin of error and sample size were based on newspaper research manuals proven to be reliable and practical for this type of research.

The methodology was also practical. There were few difficulties in conducting the study in the time period.

The information needed for constructing a stratified random sample was readily available through circulation lists and telephone directories.

Qualified and trained interviewers were easily hired for part-time work.

The overall response rate was adequate for a telephone survey although slightly lower than most telephone surveys due to the summer with many people on vacation. There were also many disconnected numbers. Enough responses, 320 out of 400, were completed to keep the margin of error at an acceptable plus or minus five percent. This is an important indication of the soundness of the survey's methodology and credibility.

The cost of the survey was well below the price an outside professional research organization would have charged. The total cost of the Tribune survey was approximately \$1,650. The data tabulation alone for a professional survey would cost at least \$1,500.

Data obtained were believed to accurately reflect the Mobridge population. The publisher was surprised at the high number of elderly and retired living in the area but viewed this as a true representation of the community. Information on shopping habits was very favorable toward Mobridge. Information on the reading and purchasing habits of the Tribune and Reminder were very favorable and ranked over radio which was seen as the major competitor to the newspaper.

Overall, the execution of this case study and the data obtained by it strongly indicate that this methodology did establish a credible in-house market research study and that such a study can be worthwhile for other weekly newspapers of limited budgets.

The publisher believed that the case study was successful. After the promotional booklet was completed for this study, the publisher and the Tribune advertising sales staff began presenting it personally to 150 area merchants. By June, 1984, the Tribune staff had completed

one third of the calls.

Publisher Gene Chamberlin said that all the advertisers he had visited were very "gracious" of the study. Although he said that he could not monitor its effect on Tribune advertising yet, the Tribune did get one new advertiser and a few other contacts. Some advertisers' contracts were doubled.

The greatest weakness of the survey was its lack of applied background information. The author was unable to obtain pertinent studies to use as reference. This information would have been very valuable for planning the methodology and writing the questionnaire. The Tribune was designed from "scratch" and, as far as this author knows, has no accessible study to use as comparison and evaluation.

Another weakness of this survey was the timing. Summer is usually not a good time for telephone surveys or any other type of survey. There were many no responses which accounted for more callbacks and more field staff time. The survey was originally planned to take one week but stretched into one month. However, the timing was more convenient for the publisher and the author to conduct.

Another problem was the long distance correspondence between the author and the publisher during the study. Although communications and cooperation went smoothly, it would have been better had the author been there during the actual telephone training and interviewing to monitor the study herself. The supervision was explained to the publisher and conducted by him and the Tribune staff.

There were also some problems with questionnaire wording,

particularly question number ten. "In terms of newspaper, radio, TV or direct mail, what is your preferred source of advertising information for the following items?" What followed was a list of 14 items. The question was hard for many people to understand at first reading and they became frustrated with the monotony and length.

Another problem was in interviewer recording and data tabulation for the "hometown" category in questions 1, 3, 7.

The general category of "hometown" created confusion among interviewers and discrepancies in recording. Specific names of towns were checked instead even if it was the respondent's hometown. This led to confusion in data tabulation and some data was not able to be used for fear of inaccuracies.

Interviewer training, questionnaire content and questionnaire editing are the main aspects of the survey that could be improved if it were done again.

It is recommended that the research developer, in this case the author, would have been there to directly train interviewers. The originator of the market study is more in tune with potential problems with the study and in questionnaire responses.

As mentioned, question 10 created problems for many respondents. The question should have been shortened and simplified. It was too confusing for an aural interview and better done in a mail survey. Other questions, too, should have been checked for aural ease.

Questionnaire editing was very minimal for this study and not completed by the author. The director of the research project should be the one to check completed questionnaires or should have a trained

person do so. Many times interviewers will leave categories blank.

This case study found that establishing an in-house market research study for a small newspaper is feasible. Such a survey can provide valuable data for the basis of advertising sales if the data is analyzed and packaged instead of set aside like some studies are.

This study also showed how cost efficient, quick and easy telephone surveys have come to be for newspaper market research. The study took one month where a mail survey would have taken at least two months. The cost was well within the budget of the Tribune and cost considerably less than a mail survey in time and money.

Most important for this study, valuable sales information was obtained for the Tribune sales force. The demographic data obtained indicate a stable and mature market for advertisers. Because the market was profiled and brought up to date, marketers can now plan specific marketing strategies based on known demographics on the Mobridge area market. The study also confirmed that Mobridge area people see Mobridge as their number one shopping community. The Tribune and newspaper in general are preferred over other media.

Not all newspapers can hope for as positive data as what the Tribune obtained from this study, but even negative data can help newspapers discover weaknesses and help them overcome them. The Tribune was able to package this positive data into a useful sales promotional booklet which is gaining good public relations and long lasting advertising sales.

A newspaper must identify and reidentify its audience. Market research should be an ongoing process. This author recommends for further study that the Tribune continue to study its market area annually. The study need not be of this scope but some effort should be made to update market information. As communities and trends change and media competition increase, it will become increasingly important for weekly newspapers to stay tuned to their markets.

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APPENDICES

APPENDIX A

A STUDY ON THE

MOBRIDGE

AREA

MARKET

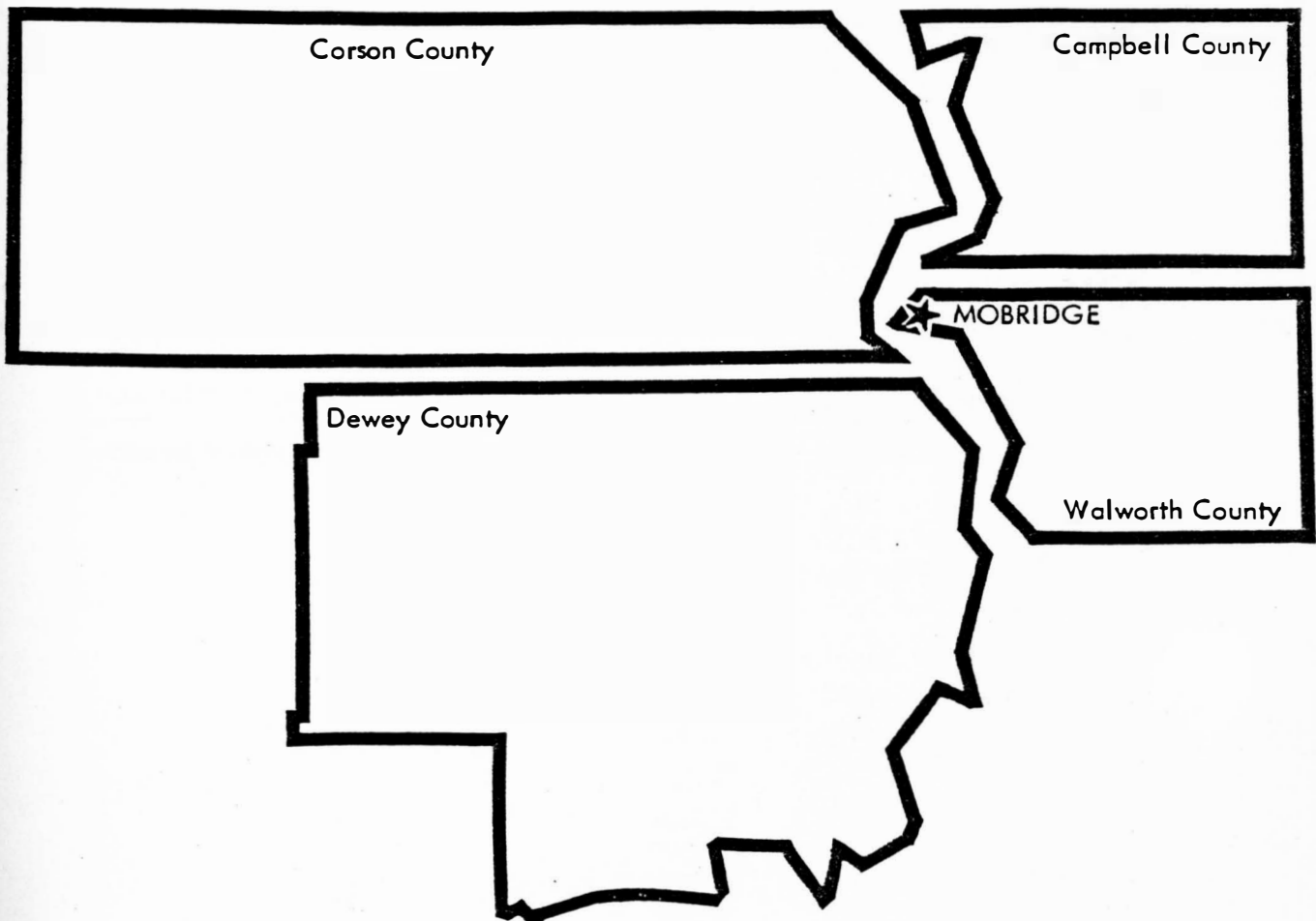


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INTRODUCTION

This report details the results of a market research study conducted as a graduate thesis assignment for the Mobridge Tribune, a weekly newspaper in Mobridge, S.D.

Market research for the basis of advertising sales can be defined as, "The gathering of information about a newspaper's market and using that information to promote advertising sales."

The survey of July-August, 1983, was conducted for the major purpose of aiding the Mobridge Tribune advertising sales force as well as aiding area merchants in making better marketing and advertising decisions based on relevant market data.

This study attempts to define the Mobridge market in terms of demographics, shopping habits, media preferences and Tribune reading and purchasing habits. Pre-survey concerns of the Tribune were the growing media competition in the area, primarily radio, and the shift of shoppers from Mobridge to Bismarck, Aberdeen and other communities.

The results that follow reflect the area residents positive attitudes toward the Mobridge Tribune and newspapers in general as their primary advertising medium for virtually all goods. The study also shows Mobridge the major shopping area followed by Aberdeen and Bismarck.

The survey encompasses Mobridge and the surrounding 14 communities. Data was grouped in the following categories: overall data, Mobridge only data, East River communities data, West River communities data and overall

radio/TV data.

The analysis is based on the results of 320 telephone interviews, 80 percent of the original sample of 400. To obtain the most accurate market data, the major shopper of the household was interviewed, predominantly women 30 years of age and older.

The Mobridge Tribune as sponsor of the study was kept anonymous in order to prevent bias.

One area included in the study which is not revealed in this report is data on preferred stores in the area. Because it is felt that data of this type is somewhat confidential, the information will be revealed to only those individuals and firms it concerns.

It is this author's hope that this study may serve as a model for other weekly newspapers, especially those that cannot afford the services of outside professional research organizations. The age of market research has come and weeklies must participate in order to survive in the competitive media market.

Acknowledgements go to the following South Dakota State University faculty for their invaluable contributions to this study: Dr. Richard Lee, thesis adviser, chairman of the Department of Journalism and Mass Communications; Dr. William Tucker, for his assistance in sampling; Dr. Robert Dimit, for his assistance in methodology; Warren Hovland and the Computer Center, for the assistance in tabulation.

Jan Laughlin Sadaghiani
Research Director
Graduate Student in Journalism
South Dakota State University
Brookings, S.D. 57007

January, 1984

STUDY IN BRIEF

Area Covered: Mobridge, SD, and the surrounding 14 communities: East River communities of Bowdle, Glenham, Herreid, Hoven, Mound City, Pollock, Selby; West River communities of Eagle Butte, Isabel, Laplant, McIntosh, McLaughlin, Morristown, Timber Lake.

Field Dates: July-August, 1983.

Respondents: The major shopper of the household, predominantly women 30 years of age and older.

Method: Telephone interviews lasting approximately 10 minutes.

Sample Design: Stratified random sampling. Representation of the communities in the sample based on Tribune circulation and weighted accordingly.

Sample Size: 400.

Response Rate: 80% or 320 responses.

Sampling Error: Maximum error of ± 5 at a 95% probability level.

Field Work: Three persons with previous telephone experience hired for part-time interviewing: Fay Walker, Jan Feish and Jan Scherr.

Tabulations: South Dakota State University Computer Center, IBM 370/331, using frequencies and cross tabulations within the Statistical Package for the Social Sciences (SPSS).

HIGHLIGHTS

If the Mobridge Tribune advertising sales force were searching for a sales promotion theme, this study would support that "The Mobridge Tribune really goes to market."

The study reports Mobridge the primary shopping center in the area for weekly as well as monthly shopping.

Newspaper is the preferred advertising source for virtually all goods, particularly groceries with an 86% share over radio, television and direct mail.

The Mobridge Tribune and Reminder enjoy a noted and loyal audience. The Tribune is home delivered or mailed to 76%, with 11% buying it at the store and another 11% passing it along. Sixty-three percent read the last issue of the Tribune, 75% read four issues in the last month, with 81% reading at least one issue in the past month. Eighty percent read the last issue of the Reminder. The largest percentage of people read the Tribune on Wednesday, preceding the reported major shopping day of Thursday. Most refer back to the Tribune and Reminder two and three times. Tribune/Reminder penetration far outranked that of radio and television. Less than half of the people reported to be watching television or listening to the radio at the time of the survey. Those who were, 24% were watching television and 20% were listening to the radio.

TOTAL MARKET DEMOGRAPHICS BY MAJOR SHOPPERS

4-County Major Market Area

TOTAL POPULATION.....19,816

SEX of major shopper

Male.....10%

Female.....90%

AGE of major shopper

18-24.....11%

25-34.....20%

35-44.....15%

45-54.....11%

55-64.....17%

65 or older.....26%

HOUSEHOLD INCOME

Under \$10,000.....34%

\$10,000-\$19,000.....35%

\$20,000-\$30,000.....19%

\$30,000 or more.....12%

TENANCY

Own Home.....85%

Rent.....15%

TYPE OF DWELLING

Single Family House...76%

Apartment.....8%

Duplex.....2%

Townhouse.....1%

Mobile Home.....13%

TIME AT PRESENT ADDRESS

Less than 1 year.....6%

1-5 years.....32%

5-10 years.....15%

10-15 years.....9%

15-20 years.....7%

20 years or more.....30%

MARITAL STATUS of major shopper

Married.....74%

Single.....26%

EDUCATION

8th grade or less.....18%

Some High School.....7%

High School Graduate.....36%

Some College.....21%

College Graduate.....14%

Post Graduate or more.....4%

OCCUPATION

MALE head of household:

Managerial.....13%

Blue collar.....21%

Professional.....10%

White collar.....7%

Retired.....19%

Farmer.....30%

FEMALE head of household:

Managerial.....4%

Blue collar.....13%

Professional.....11%

Wife.....35%

White collar.....11%

Retired.....22%

Raw Total = 320

Don't knows and refused to answers factored out of all percentages.

A MARKET PROFILE AND THE SES
(SOCIO-ECONOMIC STATUS)

Defining the target market is of utmost importance to marketers and should be a continuous effort. This is done through demographics - age, income, education, etc. - and psychographics - lifestyle characteristics. The former is more easily obtained than the latter; however modern marketing is striving to obtain more of the qualitative psychographic data because these lifestyle characteristics have a great impact on consumption. Demographic data in its own right if accurate and analyzed carefully can give useful cues as to lifestyle characteristics. In the study, "Shopping Habits and Information Source Preferences of Green River Valley Area Residents - August, 1979," By Frank N. Magid Associates, Inc. explains more about demographic characteristics most important to marketers.

From a marketing point of view, it is frequently useful to analyze media in terms of demographic characteristics such as education, income and occupation. However, these separate data may not always best explain purchasing motivation or behavior.

For example, a university professor holding a doctoral degree may earn 25,000 dollars a year. A cross-country truck driver may earn the same. In the research process, both would be classified in the same category. However, their identical income levels may not reflect similar consumption patterns. The professor may devote a larger share of his income to books, records, and travel. In contrast, the truck driver may devote a larger share of his income to a home shop and to mechanical projects.

In other words, in analyzing income data, it is often assumed that persons with similar incomes follow similar purchasing patterns. They do have the same amount of disposable income. However, in terms of the manner in which this income is expended, the behavior of the two persons might differ markedly. If other factors in addition to their income were known, their purchasing behavior could be better predicted.

In an effort to better understand - and thereby better predict - marketing behavior, we have developed an index of Socio-Economic Status (SES). This index is based on a combination of income, education, and occupation ranking. We assume - and research findings support this assumption - that the income level of an individual defines only his or her potential for purchases. An individual's educational achievement and, to a lesser extent, occupational achievement, define the direction of his or her purchases. Thus, the SES index, which combines all three variables, indicates not only purchasing power but also suggests taste. In so doing, it provides a more realistic categorization of respondents in terms of both spendable income and lifestyle and enables a clearer interpretation of behavioral data.

SOCIO-ECONOMIC STATUS OF THE MOBRIDGE AREA RESIDENTS (From total market data)

<u>EDUCATION</u>	<u>OCCUPATION</u>		<u>INCOME</u>
	<u>Female</u> 90% of sample	<u>Male</u> 10% of sample	
36% High School Graduate	35% Wife	30% Farmer	35% \$10,000 - 19,000
21% Some College	22% Retired	21% Blue Collar	34% Under \$10,000
18% Grade School or Less	18% Blue Collar	19% Retired	19% \$20,000 - 30,000
14% College Grad.	11% Professional	13% Managerial	12% \$30,000 or More
7% Some High School	11% White Collar	10% Professional	
4% Post Graduate	4% Managerial	7% White Collar	

Raw Total = 320

Don't knows and refused to answers factored out of all percentages.

MOBRIDGE AREA RESIDENTS VS. MOBRIDGE CITY RESIDENTS

The people in the Mobridge area are largely married, high school educated, and of a rural background. Most earn below the national medium income yet equal that of the state medium income of approximately \$16,000. On a national scale, the Mobridge people are lower middle class in terms of income, but rank higher at the state level.

The major shopper is female whose chief occupation follows tradition as wife. The two chief occupations for the male head of household are farmer and blue collar worker.

A significant percentage of the Mobridge area population is elderly, 65 years of age or older and retired - 26 percent. They account for the demographic characteristics of over 20 years residency at present address, household size of one or two, and an eighth grade level of education or less.

The people of the Mobridge area represent a stable and mature market. Home ownership is the norm at 85 percent. The majority of the people have resided at their present address for over five years. The 32 percent that have lived at their present address from one to five years appears to account for the new generation of residents.

Data was grouped to only include the city of Mobridge residents, excluding the other communities for this study for the purpose of illustrating the differences from urban and rural environments. A separate SES chart is included of Mobridge only data. Although basic characteristics remain the same, there are some noted differences in occupation, income and residency. More people in the city of Mobridge are employed in other occupations of managerial, professional and white collar. More women are included in these

occupations, working outside of the home. More people in Mobridge earn a higher income than those of the smaller communities because of the occupations. At the same time, more earn under \$10,000 in Mobridge which appears to be because of more elderly, retired people in the city. A higher number of people rent in Mobridge compared to the other communities.

These urban differences offer a challenge to marketers not to view the overall market as one in the same. Although the area is rich in agricultural tradition as the surrounding communities illustrate, the city of Mobridge brings in an urban influence.

SOCIO-ECONOMIC STATUS OF MOBRIDGE ONLY RESIDENTS (From Mobridge only data)
(46% of the sample)

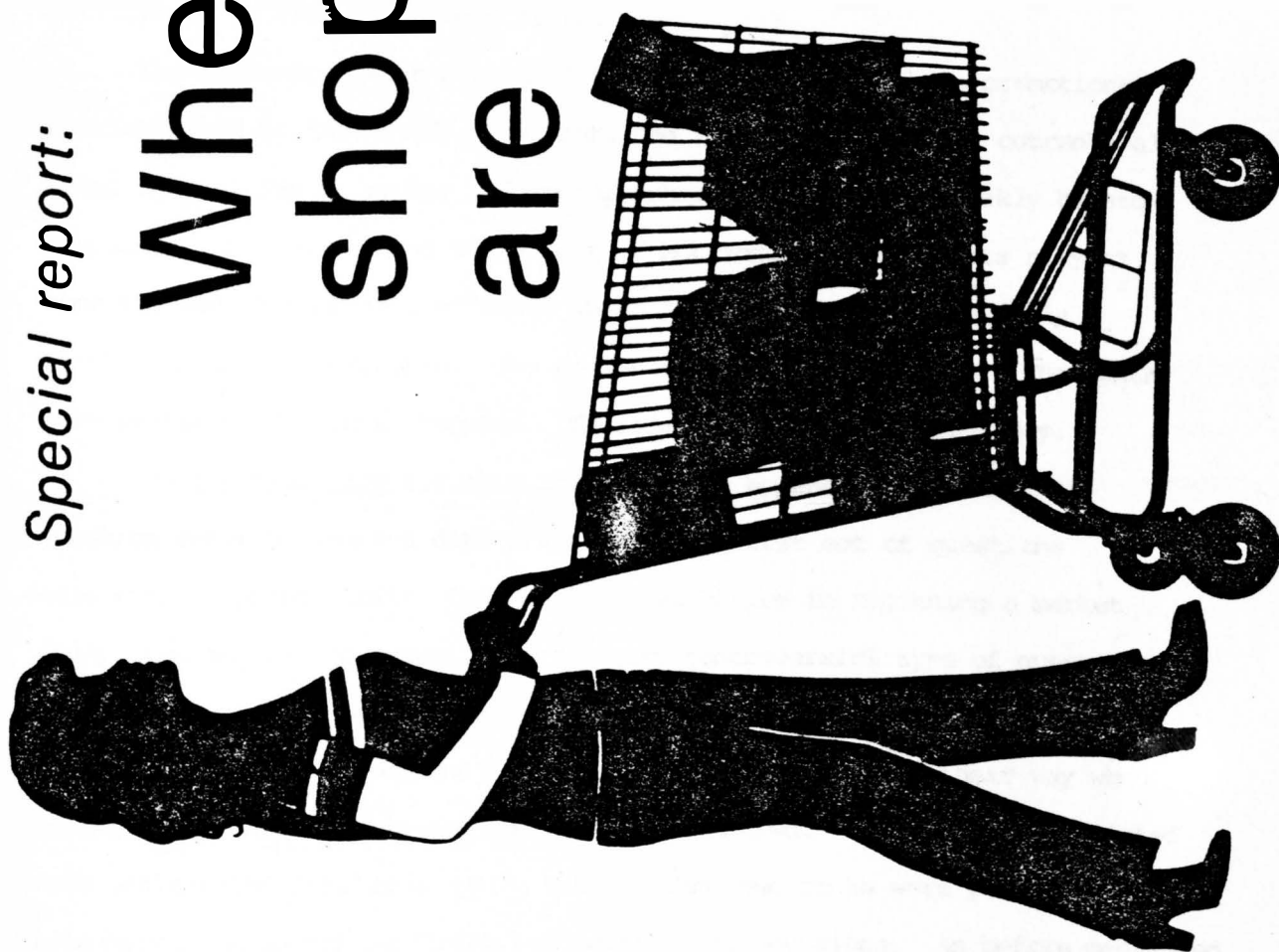
<u>EDUCATION</u>	<u>OCCUPATION</u>		<u>INCOME</u>
	<u>Female</u> 90% of sample	<u>Male</u> 10% of sample	
39% High School Graduate	31% Retired	24% Retired	37% Under \$10,000
22% Some College	20% Wife	21% Blue Collar	26% \$20,000 - 30,000
14½% College Grad.	15% White Collar	20% Managerial	23% \$10,000 - 20,000
14% Grade School or Less	14% Professional	16% Professional	14% \$30,000 or More
7½% Some High School	13% Blue Collar	10% Farmer	
3% Post Graduate	4% Managerial	9% White Collar	

Raw Total = 147

Don't knows and refused to answers factored out of all percentages.

Special report:

Where the shoppers are



SHOPPING HABITS OF MOBRIDGE AREA RESIDENTS

One of the major objectives of this study was to pinpoint shopping habits of area residents in terms of preferred communities and stores and preferred time periods for shopping.

The Tribune staff and some area merchants were initially concerned about a possible and significant shift in shopping traffic from Mobridge to Aberdeen, Bismarck and other communities. Aberdeen and Bismarck were anticipated as the major competitors.

The following pages reprinted from the Mobridge Tribune promotional booklet based on this study illustrate the findings. Mobridge outranks all other communities in weekly and monthly shopping except for weekly hometown shopping. An overwhelming 97 percent of Mobridge city residents stay at home for weekly shopping, evidence which should calm some previously troubled Mobridge merchants. The end of the week and the end of the month were preferred for most shoppers. Thursday is the big shopping day.

The questionnaire for this study, in the appendix, illustrates question construction and data strategy. The first set of questions deals with shopping habits, the most logical choice in beginning a market study, the easiest to answer and the least controversial type of questions. The "hometown" category in the shopping questions was an attempt to pinpoint significant shopping movement, those who go out of their way when buying goods in traveling outside of their hometown. The communities listed were anticipated popular shopping areas. Time questions were planned to aid area merchants in merchandising and advertising decisions. As before mentioned, specific store names and related information are not in this report.

What cities and towns do you shop in weekly?



More residents from both East River and West River shop in Mobridge weekly than any other city except their home town.

	Mobridge	East River	West River
1. Home	97%	58%	73%
2. Mobridge		39%	31%
3. Aberdeen	3%	11%	1%
4. Bismarck	1%	1%	2%
	Raw Total = 147	Raw Total = 82	Raw Total = 91

Respondents were allowed to give more than one answer.

East River: Communities of Bowdle, Glenham, Herreid, Hoven, Mound City, Pollock and Selby.

West River: Communities of Eagle Butte, Isabel, Laplant, McIntosh, McLaughlin, Morristown and Timber Lake.

What cities and towns do you shop in monthly?



More residents from both East River and West River shop in Mobridge monthly than any other city.

	Mobridge	East River	West River
1. Home	29%	14%	31½ %
2. Mobridge		51%	45%
3. Aberdeen	22%	32%	3%
4. Bismarck	25%	11%	29%

Raw Total = 147

Raw Total = 82

Raw Total = 91

Respondents were allowed to give more than one answer.

East River: Communities of Bowdle, Glenham, Herreid, Hoven, Mound City, Pollock and Selby.

West River: Communities of Eagle Butte, Isabel, Laplant, McIntosh, McLaughlin, Morristown and Timber Lake.

What day of the week do you usually shop in Mobridge?

Thursday is the most popular shopping day of the week for those who shop in Mobridge, with Friday and Saturday a distant second and third.



	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
				1 45%	2 23%	3 16%
4	5	6	7			
11	<div> <p>People like to shop after they get the paper: 84 percent of the major shoppers list Thursday, Friday and Saturday as the day they usually shop in Mobridge.</p> </div>					
18						

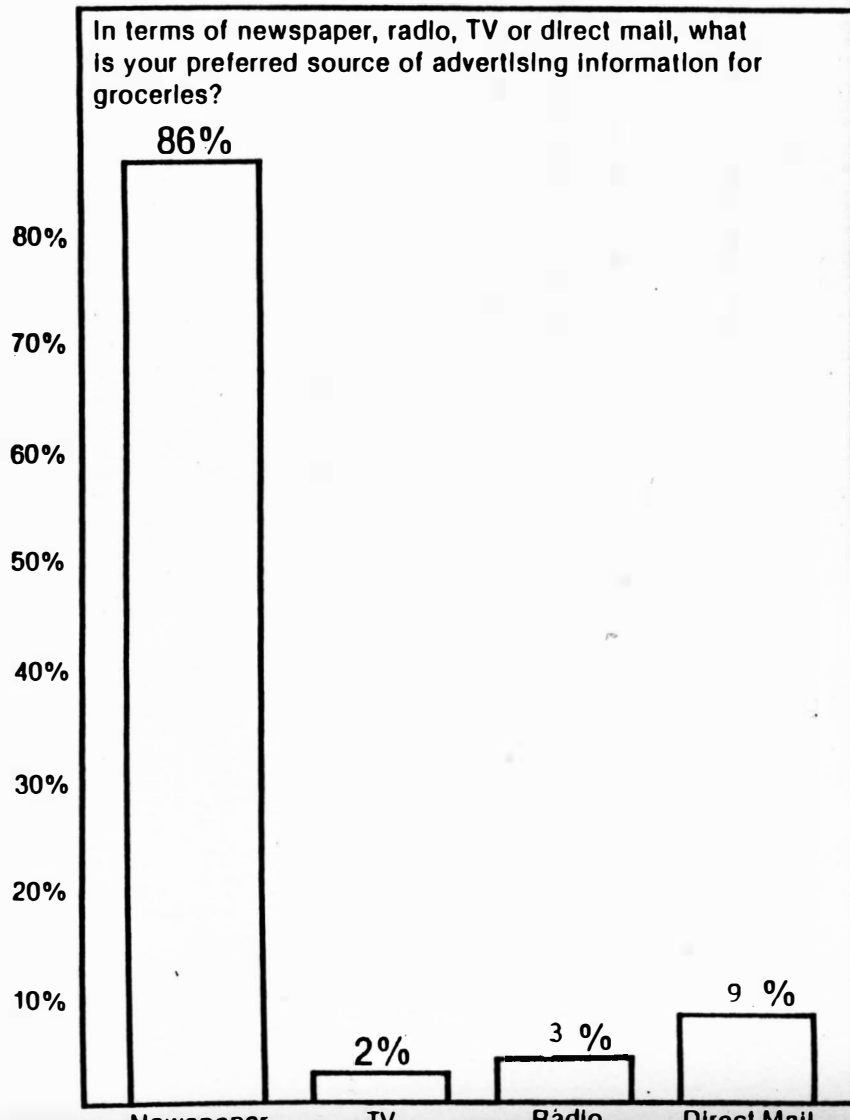
MEDIA PREFERENCES IN ADVERTISING

Another important objective of this study was to determine media preferences in terms of advertising.

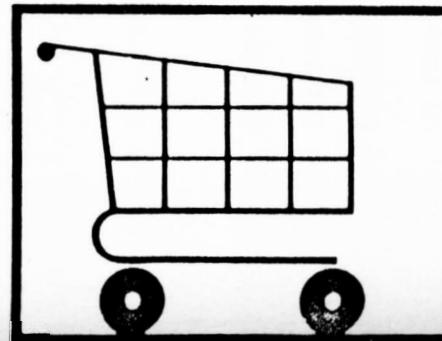
Questions on preferred source of advertising information followed the shopping questions in the interview. "In terms of newspaper, radio, TV or direct mail, what is your preferred source of advertising information for (item) ? Items asked about were: major appliances, furniture and home furnishings, banking and financial services, groceries, clothing and shoes, drugs and sundries, autos and auto supplies, restaurants and drive-ins, beauty and barber shops, real estate, business or professional services; liquor, beer, wine; lumber or building materials and livestock market reports.

Newspaper was the overwhelming advertising source preference in all cases by at least two to one except for livestock market reports. Radio accounted for 42 percent and newspaper for 36 percent for this item. In groceries, the cornerstone of local advertising, newspapers took the competitive advantage with ten to one over the second place medium of direct mail. (See following page reprinted from the Mobridge Tribune promotional booklet.) Direct mail registered second to newspaper in most categories, with radio third, followed by television. Radio was second to newspapers in beauty/barber shops, restaurants/drive-ins and business/professional services. Television was second to newspapers in drugs/sundries and liquor, beer and wine.

Preferred source of information when shopping for groceries



Major shoppers in the Mobridge trade area prefer information for buying groceries in newspapers nearly ten to one over the second-place medium.



RADIO/TELEVISION PREFERENCES

In order to learn more about media preferences in the area, questions were asked on whether or not interviewees were watching television or listening to the radio at the time of the survey and which station.

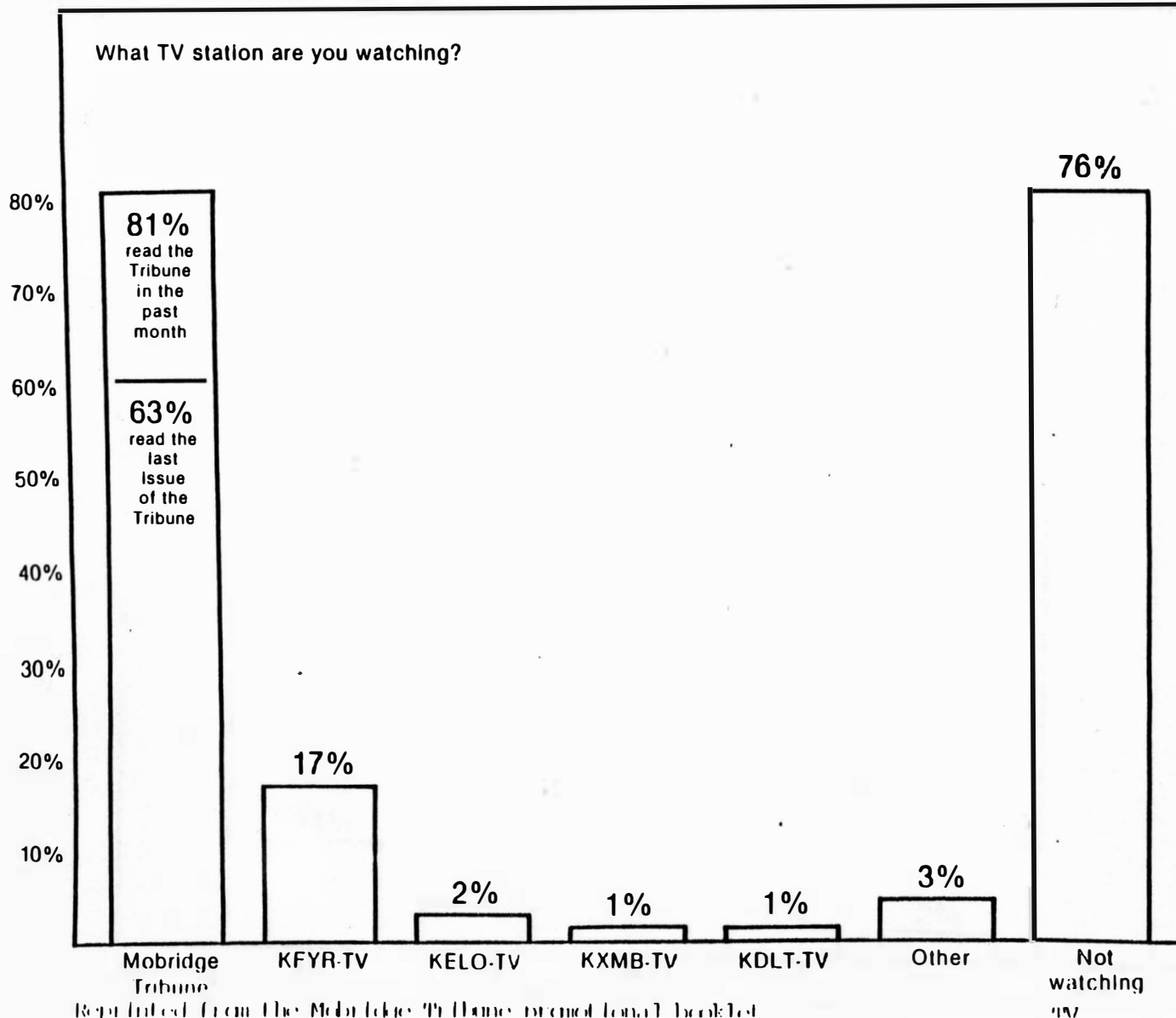
Over half of the respondents were not watching television or listening to the radio.

Of those, 80 percent were not listening to the radio. Those that were, 11 percent were listening to Mobridge's KOLY and 3 percent were listening to Bismarck's KFYZ.

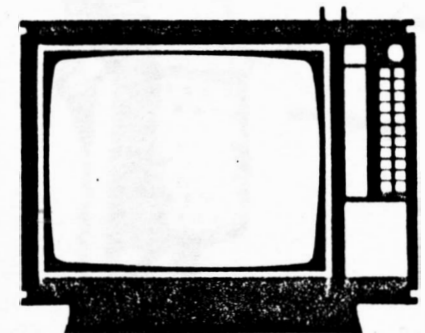
Seventy-six percent of the respondents were not watching television. Those that were, 17 percent were watching Bismarck's KFYZ.

Radio/TV data was used in the Mobridge Tribune promotional booklet in comparison with Tribune penetration of the market. As is illustrated from the following pages reprinted from the promotional booklet, the Tribune penetration is quite impressive compared to that of radio and television. (See following section on Tribune/Reminder data for more information.)

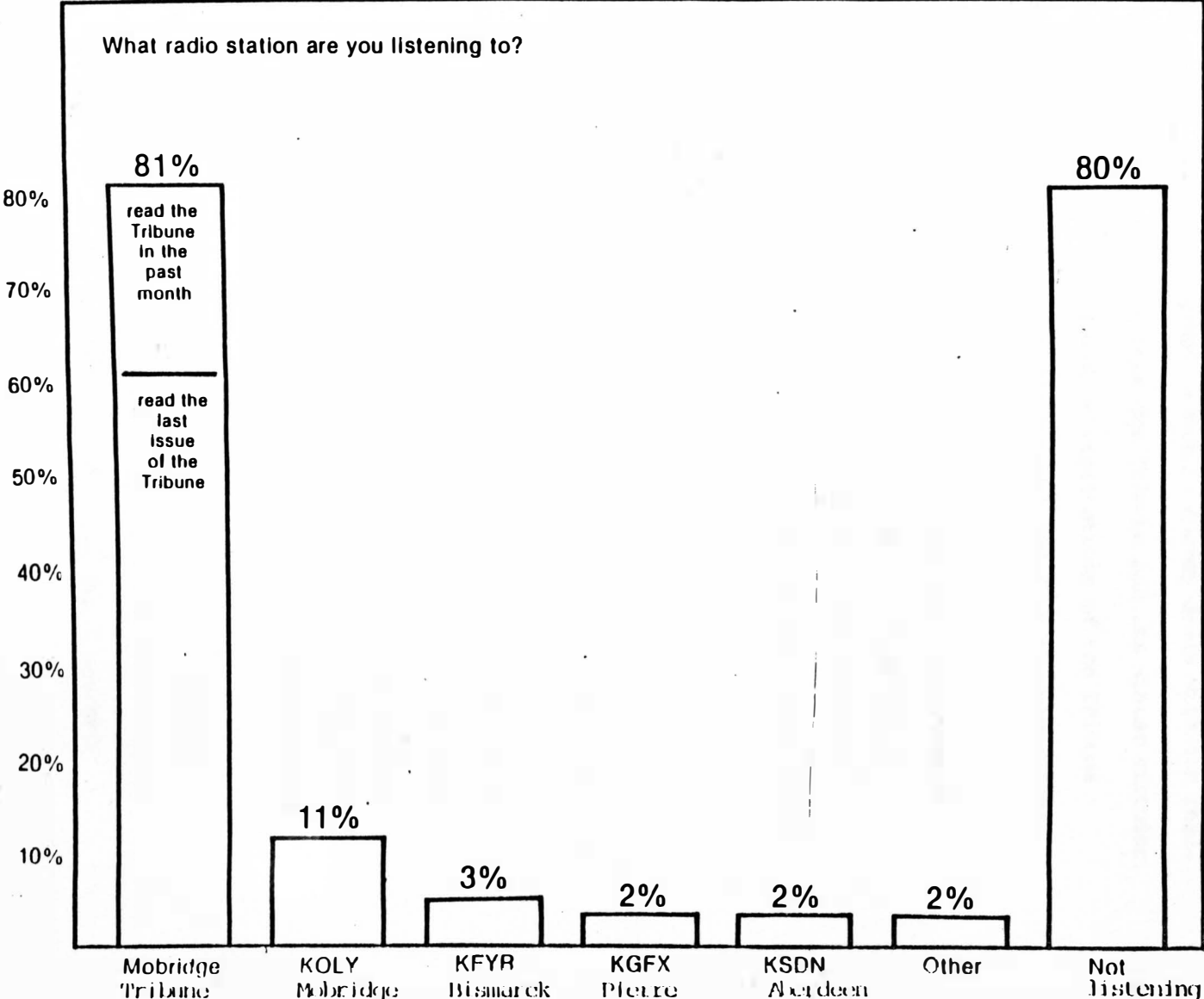
Television viewing fragmentation



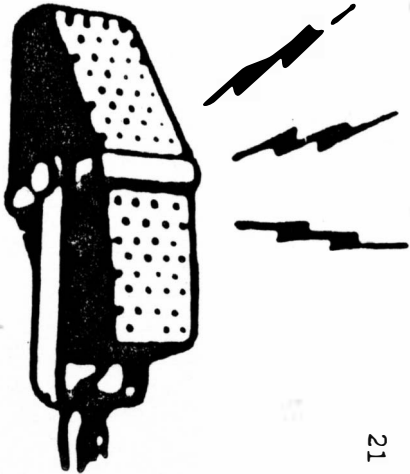
The Mobridge Tribune reaches nearly five times as many major shoppers in the four-county shopping area as the leading television station.



Radio listening fragmentation



The Mobridge Tribune reaches more than seven times as many of the major family shoppers in the four-county retail area as the leading radio station.



MOBRIDGE TRIBUNE/REMINDER FACTS

The most vital data extracted from this survey deals with the reading and purchasing habits of the Mobridge Tribune and its sister circular, the Reminder. Results met the positive expectations of the Tribune staff which are illustrated in the pages reprinted from the promotional booklet.

The Tribune/Reminder survey questions follow those on preferred advertising media in newspaper, radio, television and direct mail - a general to specific format. i.e. from newspaper to the Mobridge Tribune. Respondents were asked if they had read the last issue of the Tribune. The point in time reference was thought to achieve greater accuracy since people generally remember specific time periods before averages. i.e. The number of issues read in a week, a month, etc. As creatures of habit, people's last week reading of the Tribune was most likely to reflect the norm.

The results show that 63 percent had read the last issue of the Tribune. Eighty-one percent had read at least one issue in the past month and 75 percent read four issues within that time. The Tribune penetration figures compared with those of radio and television show the Tribune's strength in the area. See chart in radio/TV preferences section.

Subscribers made up 76 percent of the sample. But, probably more significant is the number of readers who go out of their way to purchase or obtain a passed along issue, representing 11 percent respectively.

Wednesday is when most first read the Tribune with average reference back two and three times.

Eighty percent of the respondents had read the last issue of the Reminder with average reference back two and three times.

And so, the sales pitch for the Mobridge Tribune is complete and grounded in statistical evidence:

The major shopping community is Mobridge for weekly and monthly shopping.

Newspaper is the preferred advertising medium for virtually all goods.

The Tribune is the major retail advertising vehicle.

The Tribune is read by most people right before the major shopping day and is referred back to again and again before the major shopping period ends.

"The Mobridge Tribune really goes to market."



TRIBUNE

Mobridge, South Dakota

really goes to market

Penetration

63% read last
issue of Tribune
81% read Tribune
in last month
75% read 4 issues of the
Tribune in the last month
80% read last
issue of Reminder

Exposure

37% referred back
to the Tribune twice
32% referred back
to the Reminder twice
26% referred back
to the Tribune three times

Shop at the Tribune

How received...when read



How Received:

How readers say they receive the Mobridge Tribune:

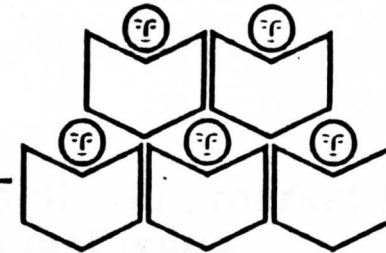
Home delivered	41%
Mail	35%
Buy from dealer	11%
Passed along	11%
Other	2%



When Read:

What day do you usually first read your Mobridge Tribune?

Wednesday	49%
Thursday	39%
Friday	6½%
Saturday	3½%
Sunday	2%



Refer Back:

How many times do you usually refer back to your Mobridge Tribune after the first time you read it?

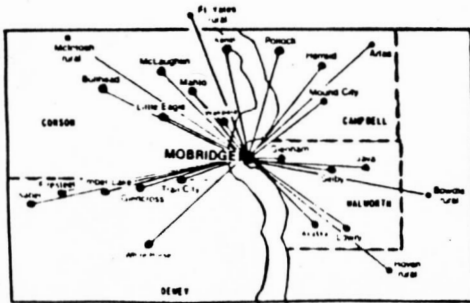
Once	20%
Twice	37%
Three	26%
Four	9%
Five	3%
Six	5%

Reprinted from the Mobridge Tribune promotional booklet.

Raw Total=320



The **REMINDER**



Penetration of total market:

80%

of the total adult market
read the last issue
of the **REMINDER**

32%

referred back
to the **REMINDER**
twice.

Raw Total=320

Reprinted from the Mobridge Tribune promotional booklet.



APPENDIX

"THE MAJOR SHOPPER"

In order to obtain an accurate representation of shopping, purchasing and related media habits of the Mobridge area, interviewers asked to speak with the major shopper of the household. Traditionally, 85 percent of major shoppers of households are women. Many surveyers automatically assume this the case and ask to speak with the female head of the household.

The Mobridge study took a more neutral ground asking to speak with the "major shopper" of the household, whoever that may prove to be. As tradition indicated, 90 percent of the sample of the Mobridge study turned out to be women as the major shoppers.

TELEPHONE RESEARCH
Summary of Pros and Contras

Advantages	Disadvantages
—No field staff required	—Questions must be short
—Fast way of obtaining data	—Cannot use certain questions
—Easier to control interviewers	—Interviews must be short
—Call backs easy to make	—Non-phone owners cannot be reached
—Non-response usually low	

Reprinted from the International Newspaper Promotion Association's text, Newspaper Research Primer (Second Edition).

Telephone research was determined to be the best interview method for the Mobridge Tribune study based on the listed advantages. Cost and time were major factors involved. A telephone survey was thought to be more economical foregoing the increasing postage costs of mailing out the questionnaire and making two follow-up mailings, usually required for a successful mail survey. A telephone survey of this scope can usually be completed within a month compared to a mail survey which usually requires three months, minimum. Also, it is reported that summer, the time planned for the Mobridge survey, yields low survey responses. This was thought would be the case with Mobridge being it a farming and tourist-area, bustling in the summer. Therefore, a direct approach by telephone interviewing was thought to achieve a higher response rate.

Telephone access of the Mobridge area was checked with the supplier Northwestern Bell which reported over 99 percent access in Mobridge and about 96.5 percent in the surrounding communities.

Three part-time interviewers with previous telephone experience were hired to conduct the survey from the Tribune office. The interviewers were trained and supervised by the Tribune publisher, Gene Chamberlin. About 10 percent of the calls were monitored for a reliability check. Interviews lasted

approximately 10 minutes each with every effort made to complete a call to each number in the sample. The anticipated response rate of 80 percent was achieved, 320 out of 400 calls completed. The acceptance of telephone interviewing is increasing with 95 percent response rates not being unusual. A lower response rate for the Mobridge survey, however very good compared to the average mail survey response rate of 50 percent, may be due to a busy season, vacations and other surveys going on in the area at the time.

SAMPLING

A sample is a subset of the total population. Most research today surveys a sample rather than the entire population, called a census, which requires exorbitant time and money. If done properly, sampling can be highly accurate and representative of the population and save valuable time and money. However, a sample must always be viewed as an approximation of the whole rather than as a whole in itself. All our statistical formulas cannot guarantee error-free surveys, but we can limit errors beginning with the sample.

To draw a sample requires starting at the top with the entire population in question. There are approximately 20,000 potential candidates in the four county market area of Mobridge for surveying. An accurate sampling frame, or listing of the population, is needed for drawing the sample from the population. A sample cannot be more accurate than the sampling frame from which it is drawn. The area telephone directory was used as the sampling frame for the Mobridge study since the method planned was a telephone survey and since the sampling frame was reported fairly complete - Northwestern Bell reported over 99 percent telephone access in Mobridge and 96.5 percent in the surrounding communities.

The sampling design for the Mobridge study was a stratified random design. (Probability, meaning that the probability of selection of each respondent is known, and random, meaning that persons were selected without showing bias for any personal characteristic.) In the text, Methods of Social Research, Kenneth D. Bailey defines stratified random sampling: "A stratified sample is obtained by separating the population elements into nonoverlapping groups, called strata, and then selecting a simple random sample from within each stratum."

The strata for the Mobridge survey included the communities of Mobridge, East River communities of Bowdle, Glenham, Herreid, Hoven, Mound City, Pollock, Selby; West River communities of Eagle Butte, Isabel, Laplant, McIntosh, McLaughlin, Morristown, Timber Lake.

The major problem with this type of disproportionate sampling arises when one wishes to combine the strata into one overall sample for analysis. The problem of disproportion and that the sample was not random overall is alleviated by the use of weights. For the Mobridge survey, Tribune subscriptions from each community was the basis used for weighting each stratum or community. Those who subscribe to the Tribune would be the primary concerned with the Mobridge market area and have the most bearing or weight, if you will, on the survey. Thus, the following communities are represented in the sample accordingly:

<u>Mobridge</u> - 50%	<u>East River</u> - 25%	<u>West River</u> - 25%
	Bowdle 1.34%	Eagle Butte .36%
	Glenham 3.43%	Isabel 2.50%
	Herreid 2.63%	Laplant .31%
	Hoven .58%	McIntosh 3.18%
	Mound City 2.81%	McLaughlin 10.60%
	Pollock 2.20%	Morristown .22%
	Selby 12.01%	Timber Lake 7.83%

(10 is base number for each community except Laplant)

The next step was determining an adequate sample size. Here there are two schools of thought. One is a rather conservative view held by professors and theoreticians that a sample should be about 5 percent of the population. For example, if the population to be surveyed is 20,000, like that of the Mobridge area, 1,000 would be the sample size by this theory. The idea is that a larger sample decreases error particularly among more heterogeneous populations. However, in the real world of economics and cost efficiency this school of thought may prove too costly in time and money. The Suburban

Newspapers Advertising Bureau's do-it-yourself market research booklet says that it isn't necessary to go above 500 in sampling. According to the Research Primer by the International Newspaper Promotion Association, such percentages of 2 or 5 percent of a population are meaningless.

"They tell nothing except that the person doesn't understand sampling. What is important in sampling is understanding sampling error or tolerance and what error is tolerable for any particular survey." Herein lies the second school of thought based on sampling error or tolerance and the one that was applied in the Mobridge study.

Surveys will always contain some error. Non-sampling errors, or errors not related to the sampling process, may creep into a survey in the form of interviewer recording errors, interviewee dishonesty or faulty memory, and keypunch and tabulation errors. These types of errors may never be identified and cannot be calculated. However, the sampling error which is based on sample size and survey result, can be calculated. Therefore, it is better to base sample size on the amount of error one is willing to accept in the survey to determine how accurate the survey really is. The following pages contain tables taken from the INPA Research Primer which offer rough guidelines in determining sample size based on desired margin of error and anticipated survey result. The tables are based on a 95 percent probability or confidence level which means that at least 95 percent of the sample represents 95 percent of the entire population. Experts seem to agree that the margin of error should not exceed 5, plus or minus. (See following tables for more explanation.)

It should be emphasized that it isn't the numbers but the method of sampling that is important. The largest sample will not insure accuracy if other measures have not been taken, beginning with the sampling frame or list of potential interviewees, i.e. newspaper circulation list, telephone directory, etc. The sampling frame should reflect the population in question as accurately as possible. The sample design should also consider the population. A random design is preferable as it doesn't show bias for any personal characteristics.

ACCURACY OBTAINED AT A 95% PROBABILITY LEVEL
With samples of Varying Sizes

<u>Sample Size</u>	<u>Sampling Error</u>
200	7.08%
300	5.78
400	5.00
500	4.48

Reprinted from the Suburban Newspapers Advertising Bureau's booklet, Market Research - A series of do-it-yourself mini research designs.

The Suburban Newspapers Advertising Bureau recommends that a newspaper not go above 500 in sampling but go with about 200. After all, the SNAB says, it is the method of sampling that is important and not the sample size. (See Explanation of Sampling section in Appendix).

No basis is given as to how the above sampling errors were arrived at in relation to the corresponding sample sizes listed. Usually population and/or survey response rates serve as bases. For this reason, this author believes that the above table offers only rough guidelines. Also, the sampling errors seem somewhat high in relation to their corresponding sample sizes which may be based more for suburban newspapers. (Suburban newspapers have more heterogenous populations, thus require greater sample sizes or extreme care in the method of sampling for smaller sample sizes, which may explain the high rate of error given for the smaller sample sizes listed).

Sample Size Required Within Predetermined Limits

95% Confidence Level

Expected or Observed Percent

Range of Error (2s)	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
.1%	360,000	640,000	840,000	960,000	1,000,000
.2	90,000	160,000	210,000	240,000	250,000
.3	40,000	71,111	93,333	106,667	111,111
.4	22,500	40,000	52,500	60,000	62,500
.5	14,400	25,600	33,600	38,400	40,000
.6	10,000	17,778	23,333	26,667	27,777
.7	7,347	13,061	17,143	19,592	20,408
.8	5,625	10,000	13,125	15,000	15,625
.9	4,444	7,901	10,370	11,852	12,346
1.0	3,600	6,400	8,400	9,600	10,000
1.5	1,600	2,844	3,733	4,267	4,444
2.0	900	1,600	2,100	2,400	2,500
2.5	576	1,024	1,344	1,536	1,600
3.0	400	711	933	1,067	1,111
3.5	294	522	686	784	816
4.0	225	400	525	600	625
4.5	178	316	415	474	494
5.0	144	256	336	384	400
6.0	100	178	233	267	278
7.0	73	131	171	196	204
8.0	56	100	131	150	156
9.0	44	79	104	119	124
10.0	36	64	84	96	100
15.0	16	28	37	43	44
20.0	9	16	21	24	25
25.0	6	10	13	15	16

Reprinted from the International Newspaper Promotion Association's text,
Newspaper Research Primer (Second Edition).

The table is a helpful aid in determining sample size if expected or observed percent of survey response and range of error have already been plotted. In the case of the Mobridge Tribune market study, the range of error was anticipated to be from about 3.5 to 5. The expected survey response was anticipated to be no less than 80 percent, typically a low response rate for a telephone survey. According to the table, then, the sample size should range somewhere from 522 to 256. To be on the safe side, a sample size of 400 was chosen to allow for nonrespondents in the sample, etc.

Tolerances (Plus or Minus) or Survey Results Due to Size of Sample
95% Confidence Level

When Survey Result is \pm And Sample Size is	1% or 99%	2% or 98%	3% or 97%	4% or 96%	5% or 95%	6% or 94%	8% or 92%	10% or 90%	12% or 88%	15% or 85%	20% or 80%	25% or 75%	30% or 70%	35% or 65%	40% or 60%	45% or 55%	50%
25	4.0	5.6	6.8	7.8	8.7	9.5	10.8	12.0	13.0	14.3	16.0	17.3	18.3	19.1	19.6	19.8	20.0
50	2.8	4.0	4.9	5.6	6.2	6.8	7.7	8.5	9.2	10.1	11.1	12.3	13.0	13.5	13.9	14.1	14.2
75	2.3	3.2	3.9	4.5	5.0	5.5	6.2	6.9	7.5	8.2	9.2	10.0	10.5	11.0	11.3	11.4	11.5
100	2.0	2.8	3.4	3.9	4.4	4.8	5.4	6.0	6.5	7.1	8.0	8.7	9.2	9.5	9.8	9.9	10.0
150	1.6	2.3	2.8	3.2	3.6	3.9	4.4	4.9	5.3	5.9	6.6	7.1	7.5	7.8	8.0	8.1	8.2
200	1.4	2.0	2.4	2.8	3.1	3.4	3.8	4.3	4.6	5.1	5.7	6.1	6.5	6.8	7.0	7.0	7.1
250	1.2	1.8	2.2	2.5	2.7	3.0	3.4	3.8	4.1	4.5	5.0	5.5	5.8	6.1	6.2	6.2	6.3
300	1.1	1.6	2.0	2.3	2.5	2.8	3.1	3.5	3.8	4.1	4.6	5.0	5.2	5.5	5.7	5.7	5.8
400	.99	1.4	1.7	2.0	2.2	2.4	2.7	3.0	3.3	3.6	4.0	4.3	4.6	4.8	4.9	5.0	5.0
500	.89	1.3	1.5	1.8	2.0	2.1	2.4	2.7	2.9	3.2	3.6	3.9	4.1	4.3	4.4	4.5	4.5
600	.81	1.1	1.4	1.6	1.8	2.0	2.2	2.5	2.7	2.9	3.3	3.6	3.8	3.9	4.0	4.1	4.1
800	.69	.98	1.2	1.4	1.5	1.7	1.9	2.1	2.3	2.5	2.8	3.0	3.2	3.3	3.4	3.5	3.5
1,000	.63	.90	1.1	1.3	1.4	1.5	1.7	1.9	2.1	2.3	2.6	2.8	2.9	3.1	3.1	3.2	3.2
1,200	.57	.81	.99	1.1	1.3	1.4	1.6	1.7	1.9	2.1	2.3	2.5	2.7	2.8	2.8	2.9	2.9
1,500	.51	.73	.89	1.0	1.1	1.2	1.4	1.6	1.7	1.9	2.1	2.3	2.4	2.5	2.5	2.6	2.6
2,000	.44	.61	.75	.86	.96	1.0	1.2	1.3	1.4	1.6	1.8	1.9	2.0	2.1	2.2	2.2	2.2
2,500	.40	.56	.68	.78	.87	.95	1.1	1.2	1.3	1.4	1.6	1.7	1.8	1.9	2.0	2.0	2.0
3,000	.36	.51	.62	.71	.79	.87	.99	1.1	1.2	1.3	1.5	1.6	1.7	1.7	1.8	1.8	1.8
4,000	.31	.44	.54	.62	.69	.75	.86	.95	1.0	1.1	1.3	1.4	1.4	1.5	1.5	1.6	1.6
5,000	.28	.40	.49	.56	.62	.68	.77	.85	.92	1.0	1.1	1.2	1.3	1.4	1.4	1.5	1.4
7,500	.23	.32	.39	.45	.50	.55	.62	.69	.75	.82	.92	1.0	1.1	1.1	1.1	1.1	1.2
10,000	.20	.28	.34	.39	.44	.48	.54	.60	.65	.71	.80	.87	.92	.95	.96	.99	1.0
15,000	.16	.23	.28	.32	.36	.39	.44	.49	.53	.59	.66	.71	.75	.78	.80	.81	.82
25,000	.12	.18	.22	.25	.27	.30	.34	.38	.41	.45	.50	.55	.58	.60	.62	.62	.63
50,000	.08	.11	.14	.16	.17	.19	.22	.24	.26	.29	.32	.35	.37	.38	.39	.40	.40

Example When size of sample is 1,000 and survey result comes out 25%, you may be reasonably sure (odds 19 to 1) that this result is no more than 2.8 off, plus or minus — that is, the result could fall between 22.2% and 27.8%. Doubling the sample to 2,000 reduces this tolerance to 1.9. (The above tolerances are those due to the size of the sample only — in most probability sample designs there are other factors that add slightly to the size of the tolerance. This table, therefore, serves as a rule of thumb.)

Reprinted from the International Newspaper Promotion Association's text, Newspaper Research Primer (Second Edition).

The above table served as a more concrete basis for determining tolerance or statistical margin of error for the Mobridge Tribune survey. Frank N. Magid Associates, Inc., Survey Research, used a table with approximately the same figures as the table above in the study, "Shopping Habits and Information Source Preferences of Green River Valley Area Residents," August, 1979, for the Fournier Newspapers in Kent, Washington.

It was decided that the raw sample size would be 400 with an anticipated survey result of 80 percent. According to the table, then, the tolerance or statistical margin of error would be 4 off, plus or minus, at a 95 percent probability or confidence level. To be on the safe side, the margin of error for the Tribune study is said to be a maximum of five, plus or minus. This maximum margin of error allows for the smaller sample size (320 instead of 400) and a more liberal response rate range from 80-50 percent. The Primer recommends a 50 percent response rate gauge as a rule of thumb.

QUESTIONNAIRE CONSTRUCTION

Questionnaire construction of the Mobridge study reflects predetermined objectives. The thirty-two questions fall into four categories: shopping habit inquiries, media preferences, Tribune reading and purchasing habits and demographic questions. Together, questions were to define the Mobridge market.

A brief introduction began the survey relating that it is a marketing survey, who the research firm is (South Dakota State University) and why the particular respondent was chosen. The introduction made no mention of the Tribune being the sponsor so as not to introduce bias.

The first set of questions concerned shopping habits in preferred shopping communities, the time of week or month and preferred stores. The use of the "hometown" category in coding the questionnaire was designed to help determine whether or not shoppers were staying in their communities to shop or going outside.

The second set of questions referred to preferred source of advertising information for specific consumer goods. These questions were designed to find out newspaper's impact compared to radio, TV and direct mail. The Tribune was particularly concerned with radio in the area. As anticipated results were very favorable toward newspaper and, thus, were used in a promotional booklet with graphics.

The third set of questions deals with Tribune reading and purchasing habits. Results were to document anticipated area loyalty and for illustration in the promotional booklet.

Another set of media related questions followed, concerning radio and TV, included for the purpose of monitoring competitive impact and preferred stations.

The last set of questions concerned demographics for the purpose of sketching a market profile. Questions of particular interest to marketers were included: socio-economic questions of education, occupation and income. Demographic questions are the most suspicious for interviewees of a survey which they often see as irrelevant or "snoopy." Therefore, the questions were placed last in the questionnaire with the income question, highly volatile but necessary, the very last question. This question more than any other receives the lowest response rate. This survey was no exception.

Mobridge Tribune Marketing survey -- Telephone July, 1985

Record phone number. Time started.

12

(1-3) ID _____

Record residence.

(4) Card# _____

____ Mobridge(01) Outside Mobridge

____ Bowdle(02) ____ Hoven(06) ____ Morristown(11) (5-6)

____ Eagle Butte(03) ____ Isabel(07) ____ Mound City(12)

____ Glenham(04) ____ Laplant(08) ____ Pollock(13)

____ Herreid(05) ____ McIntosh(09) ____ Selby(14)

____ McLaughlin(10) ____ Timber Lake(15)

Introduction.

"Hello, this is _____. We are conducting a survey. May I speak to the major shopper in your home?"

(If the major shopper does not answer and is then called to the phone, repeat the above instruction. If the major shopper answers, continue with the following:)

"South Dakota State University is conducting a survey to learn more about shopping areas, stores and advertising media in the area. You have been selected from a random telephone directory sampling. Your response is important as you represent many people in the area. I need your help by you taking the next few minutes to answer some survey questions."

Record sex.

____ Female(1) ____ Male(2)

(7)

Survey questions.

1. What cities and towns do you shop in weekly?

____ Hometown(8) ____ Mobridge(9) ____ Aberdeen(10) ____ Bismarck(11) (8-17)

____ Eureka(12) ____ Gettysburg(13) ____ Lemon(14) ____ Linton, ND(15)

____ Pierre(16) ____ Other(17) (Specify.) _____.

2. What part of the week do you normally shop in these towns and communities?

____ Beginning(1) ____ Middle(2) ____ End(3) (18-20)

3. What cities and towns do you shop in at least once a month?

____ Hometown(21) ____ Mobridge(22) ____ Aberdeen(23) ____ Bismarck(24) (21-30)

____ Eureka(25) ____ Gettysburg(26) ____ Lemon(27) ____ Linton, ND(28)

____ Pierre(29) ____ Other(30) (Specify.) _____.

4. What part of the month do you normally shop in these towns and communities?
At the beginning, middle or end of the month?

____ Beginning(1) ____ Middle(2) ____ End(3) (31-33)

(If answered Mobridge in above questions, go to 5. If not, go to 7.)

13

5. What day(s) do you usually shop in Mobridge?

___ S(34) ___ M(35) ___ T(36) ___ W(37) ___ TH(38) ___ F(39) (34-40)
___ S(40)

6. What stores do you shop most often in Mobridge for items other than groceries? (41-50)

___ Gibsons(41) ___ JC Penny(42) ___ Ben Franklin(43) ___ Dady Drug(44)
___ Lyle's TV(45) ___ Sandvigs(46) ___ Coast to Coast(47) ___ Anthony's(48)
___ Kask is King(49) ___ Other(50) (Specify.) _____.

7. In which community do you usually buy groceries? In your community or outside (51-52) of your community? (Specify.)

___ Hometown(01) ___ Mobridge(02) ___ Aberdeen(03) ___ Bismarck(04)
___ Eureka(05) ___ Gettysburg(06) ___ Lemon(07) ___ Linton, ND(08)
___ Pierre(09) ___ Other(10) (Specify.) _____.

(If answered Mobridge, go to 8. If not, go to 9.)

8. What grocery store in Mobridge do you shop at most often?

___ Fairway(1) ___ Knott's Jack & Jill(2) ___ Stoick's Super Valu(3) (53)

9. What part of the week or month do you normally do your major grocery shopping? (54)

___ Beginning(1) ___ Middle(2) ___ End(3) of the week
___ Beginning(4) ___ Middle(5) ___ End(6) of the month

10. In terms of newspaper, radio, TV or direct mail, what is your preferred source of advertising information for the following items:

	N(1)	R(2)	TV(3)	DM(4)
a. major appliances				(55)
b. furniture and home furnishings				(56)
c. banking and financial services				(57)
d. groceries				(58)
e. clothing and shoes				(59)
f. drugs and sundries				(60)
g. autos and auto supplies				(61)
h. restaurants or drive-ins				(62)
i. beauty/barber shops				(63)
j. real estate				(64)
k. business or professional services				(65)
l. liquor, beer, wine				(66)
m. lumber or buidling materials				(67)
n. livestock market reports				(68)

(1-3) ID _____

11. Have you read the last issue of the Mobridge Tribune?

(4) Card # _____
(5)

___ Yes(1) ___ No(2)

(If yes, go to 13. If no, go to 12.)

12. Did you read the Mobridge Tribune in the last month? (6)14

☐ Yes(1) ☐ No(2)

(If yes, go to 13. If no, go to 17.)

13. How many issues did you read in the last month?

☐ 1(1) ☐ 2(2) ☐ 3(3) ☐ 4(4) (7)

14. How did you receive the Mobridge Tribune? (Read categories.) (8)

☐ Home delivered(1) ☐ Mailed(2) ☐ Bought at store(3)

☐ Passed along(4) ☐ Other(5) (Specify.) _____.

15. What day do you usually first read the Tribune? (9)

☐ W(1) ☐ TH(2) ☐ F(3) ☐ S(4) ☐ S(5) ☐ M(6) ☐ T(7)

16. How many times do you usually refer back to the Tribune after the first reading? (10)

☐ 1(1) ☐ 2(2) ☐ 3(3) ☐ 4(4) ☐ 5(5) ☐ 6(6) ☐ 7(7)

17. Have you read the last issue of the Reminder? (11)

☐ Yes(1) ☐ No(2)

(If yes, go to 18. If no, go to 19.)

18. How many times do you usually refer back to the Reminder after the first reading? (12)

☐ 1(1) ☐ 2(2) ☐ 3(3) ☐ 4(4) ☐ 5(5) ☐ 6(6) ☐ 7(7)

19. Are you listening to the radio or watching TV right now? (13)

☐ Yes(1) ☐ No(2)

20. What station are you listening to? (or) watching? (14-15)

Radio -- ☐ KOLY, Mo.(01) ☐ KFYR, Bis.(02) ☐ KJJB, James.(03) ☐ KGFX, Pierre (04)

☐ KSDN, Aber.(05) ☐ Other(06) (Specify.) _____.

TV -- ☐ KELO, SF(07) ☐ KFYR, Bis.(08) ☐ KQMB, Bis.(09) ☐ KDLT, Mit.(10)

☐ SDPTV(11) ☐ Other(12) (Specify.) _____.

"In conclusion, I need a little information on your household to help classify this questionnaire."

21. Are you married or single? (16)

☐ Married(1) ☐ Single(2) ☐ Refused(3)

22. Counting yourself, how many persons now live in your household, including babies? (17)

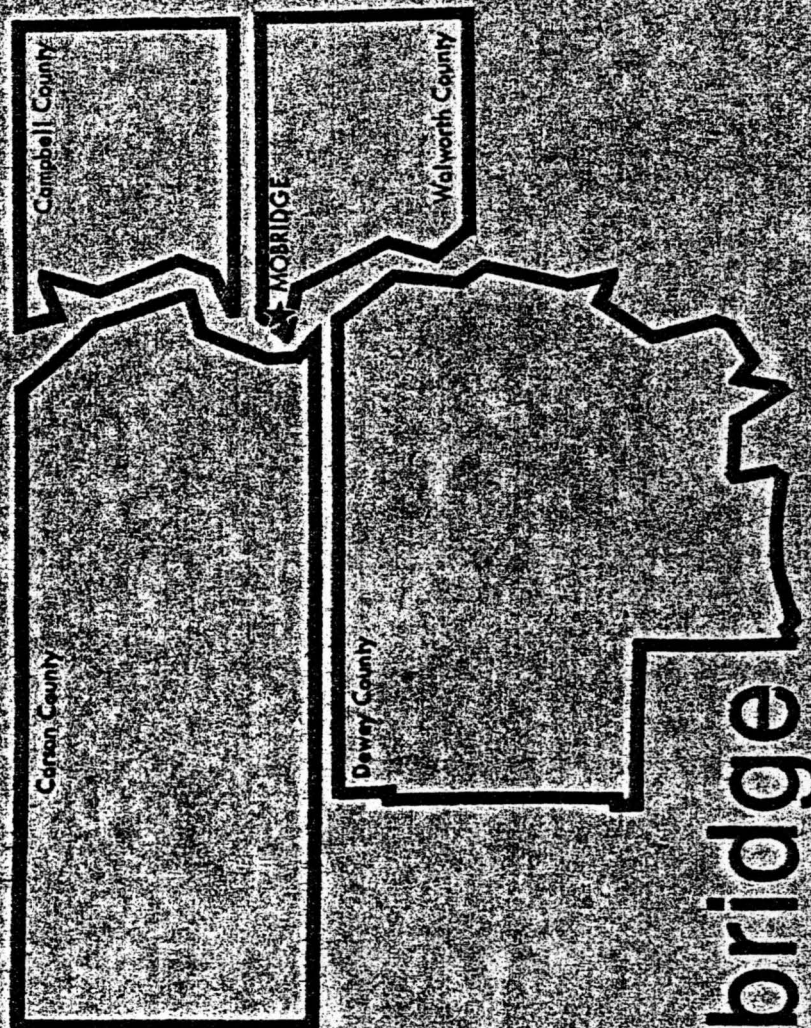
☐ 1-2(1) ☐ 3-4(2) ☐ 5-6(3) ☐ 7+(4) ☐ Refused(5)

(Don't ask single females 23.)

23. What is the occupation of the male head of the household? (18)15
 ___ Managerial(1) ___ Blue Collar(2) ___ Student(3) ___ Professional(4)
 ___ Unemployed(5) ___ White Collar(6) ___ Retired(7) ___ Farmer(8) ___ Refused(9)
24. Does he work fulltime or part-time? (19)
 ___ Fulltime(1) ___ Part-time(2) ___ Refused(3)
 (Don't ask single males 25.)
25. What is the occupation of the female head of the household? (20-21)
 ___ Managerial(01) ___ Blue Collar(02) ___ Student(03) ___ Professional(04)
 ___ Unemployed(05) ___ Wife(06) ___ White Collar(07) ___ Retired(08)
 ___ Farmer(09) ___ Refused(10)
26. Does she work fulltime or part-time? (22)
 ___ Fulltime(1) ___ Part-time(2) ___ Retired(3) ___ Refused(4)
27. What is the last grade of school you completed? (23)
 ___ Graduate Study(1) ___ College Graduate(2) ___ Part College(3) ___ High School Grad.(4)
 ___ Part High School(5) ___ 8th Grade(6) ___ Less than 8th Grade(7) ___ Refused(8)
28. What is your age? (Record.) (24-25)
 ___ 18-20(01) ___ 21-24(02) ___ 25-29(03) ___ 30-34(04) ___ 35-39(05)
 ___ 40-44(06) ___ 45-49(07) ___ 50-54(08) ___ 55-64(09) ___ 65/over(10) ___ Refused(11)
29. Is your home a single unit house, an apartment, mobile home, duplex, town house or condominium? (26)
 ___ Single unit house(1) ___ Apartment(2) ___ Mobile Home(3) ___ Duplex(4)
 ___ Town House(5) ___ Condominium(6) ___ Refused(7)
30. Do you own or rent your home? (27)
 ___ Own(1) ___ Rent(2) ___ Refused(3)
31. How long have you lived at your present address? (28)
 ___ Less than 1 yr.(1) ___ 1-5 yrs.(2) ___ 5-10 yrs.(3) ___ 10-15 yrs.(4)
 ___ 15-20 yrs.(5) ___ Over 20 yrs.(6) ___ Refused(7)
32. What is your total family income? This includes all wages of all family members. Is it under 10,000, between 10 to 20, between 20 to 30 or over 30? (29)
 ___ Under 10,000(1) ___ 10 to 20(2) ___ 20 to 30(3) ___ Over 30(4) ___ Refused(5)

This concludes my questions. Thank you so much for your time.

Interviewer _____ (30)
 Date _____ (31-32)
 Time completed M(1) A(2) E(3) (33) Length of interview _____



Mobridge Area Market Facts

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The study in brief

This survey of the Mobridge market area was prepared as my thesis project for a master's degree in journalism at South Dakota State University. University supervision of the project was by Dr. Richard Lee, Chairman of the Department of Journalism and Mass Communications. Other contributing SDSU faculty were Dr. William Tucker, sampling; Dr. Robert Dimit, research methodology; and Warren Hovland and the Computer Center, tabulation.

This survey was designed jointly by me, my advisers at South Dakota State University and by the staff of the Mobridge Tribune. I planned the training program for callers who were then trained and supervised by Gene Chamberlin, Tribune publisher. Names to be called were selected from the area telephone book by a stratified random sampling process at South Dakota State University. Numbers were selected from each town weighted by the interest and importance to the Mobridge market as reflected by the number of Mobridge Tribune subscriptions. As a result, 46% of the respondents were from Mobridge and the balance from Bowdle, Eagle Butte, Glenham, Herreid, Hoven, Isabel, Laplant, McIntosh, McLaughlin, Morristown, Mound City, Pollock, Selby and Timber Lake.

Callers asked to speak to the major shopper in each home. The major shopper was then told, "South Dakota State University is conducting a survey to learn more about shopping areas, stores and advertising media in the area. You have been selected from a random telephone directory sampling. Your response is important as you represent many people in the area. I need your help by you taking the next few minutes to answer some survey questions." The Mobridge Tribune was not identified as survey sponsor in order to prevent prejudicing answers. Interviews lasted approximately 10 minutes each with every effort made to complete a call to each number in the sample.

The completed questionnaires were sent to the SDSU Computer Center for tabulation. The information provided in this study is taken from the printouts of information from the University computer.

After completing work for my master's degree I was hired as sales promotion manager for the Miller Publishing Company where I am also in charge of research publications. Any questions should be addressed to me at: The Miller Publishing Company, P.O. Box 67, Minneapolis, MN 55440. (612) 374-5200.



Jan Laughlin
Jan Laughlin

The Mobridge Market

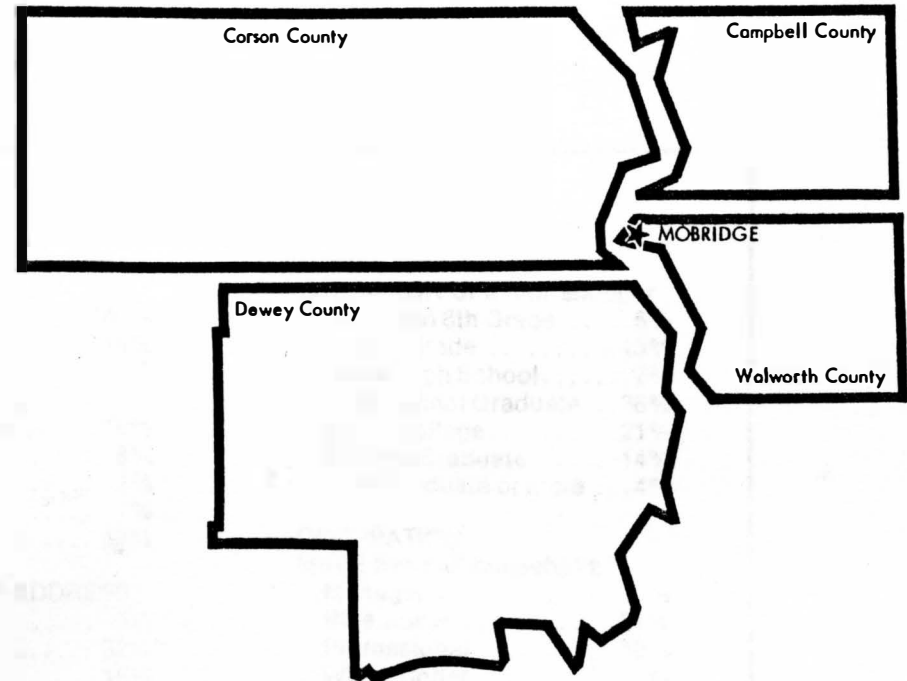
Mobridge, South Dakota, is located on the east shore at the middle of Lake Oahe, a 250-mile-long lake formed by a dam on the Missouri River which stretches from Pierre to Bismarck. The 1980 U.S. Census counted 4,174 people in Mobridge, which is the retail and service center for a four-county area with a total population of 19,816. Total Mobridge retail sales in 1982 were \$15.5 million. The 1980 Census put the average income per family at \$15,825 and total 1980 personal income for the four-county trade area at \$86 million.

U.S. Highway 12 intersects with S.D. Highways 20 and 1804 at Mobridge. A strong network of highways connects Mobridge with all portions of its retail trade area. Burlington-Northern Railroad provides coast to coast rail freight service for Mobridge area grain farmers.

Agriculture is the base of the Mobridge economy but tourism is developing rapidly. Large ranching operations send many calves to feeders each year, many of which are sold through local sale barns. Wheat is the most important grain crop grown in the area, but irrigation has increased the importance of corn. Sunflowers have been important in recent years.

Many new businesses have developed to serve tourists. Fishing has been the major attraction for tourists, with interest focused on two full-service marinas and two Corps of Engineer campgrounds. Northern Pike fishing caught the attention of the world 15 years ago and earned "Pike Capital of the World" recognition for the area. Walleye fishing has replaced northern pike fishing in recent years and salmon, stocked in the lake by state Game, Fish and Parks biologists, may be the attraction of the future. Hunting also attracts out-of-area sportsmen.

Two Indian reservations border Mobridge on the west. Standing Rock Reservation has 4,800 American Indians, 2,459 of whom live in Corson County. Cheyenne River Reservation has 1,557 American Indians, 767 of whom live in Dewey County. Total personal income of American Indians in these two counties is \$8.3 million, according to 1980 Census figures.



Total market demographics by major shoppers

4-County Major Market Area
TOTAL POPULATION ... 19,816

SEX of major shopper

Male 10%
Female 90%

AGE of major shopper

18-24 11%
25-34 20%
35-44 15%
45-54 11%
55-64 17%
65 or older 26%

HOUSEHOLD INCOME

Under \$10,000 34%
\$10,000-\$19,999 35%
\$20,000-\$30,000 19%
\$30,000 or more 12%



TENANCY

Own Home 85%
Rent 15%

TYPE OF DWELLING

Single Family House ... 76%
Apartment 8%
Duplex 2%
Townhouse 1%
Mobile Home 13%

TIME AT PRESENT ADDRESS

Less than 1 year 6%
1-5 years 32%
5-10 years 15%
10-15 years 9%
15-20 years 7%
20 or more 30%

MARITAL STATUS of major shopper

Married 74%
Single 26%

EDUCATION of major shopper

Less than 8th Grade 5%
Eighth Grade 13%
Some High School 7%
High School Graduate .. 36%
Some College 21%
College Graduate 14%
Post Graduate or more ... 4%

OCCUPATION

MALE head of household:

Managerial 13%
Blue collar 21%
Professional 10%
White Collar 7%
Retired 19%
Farmer 30%

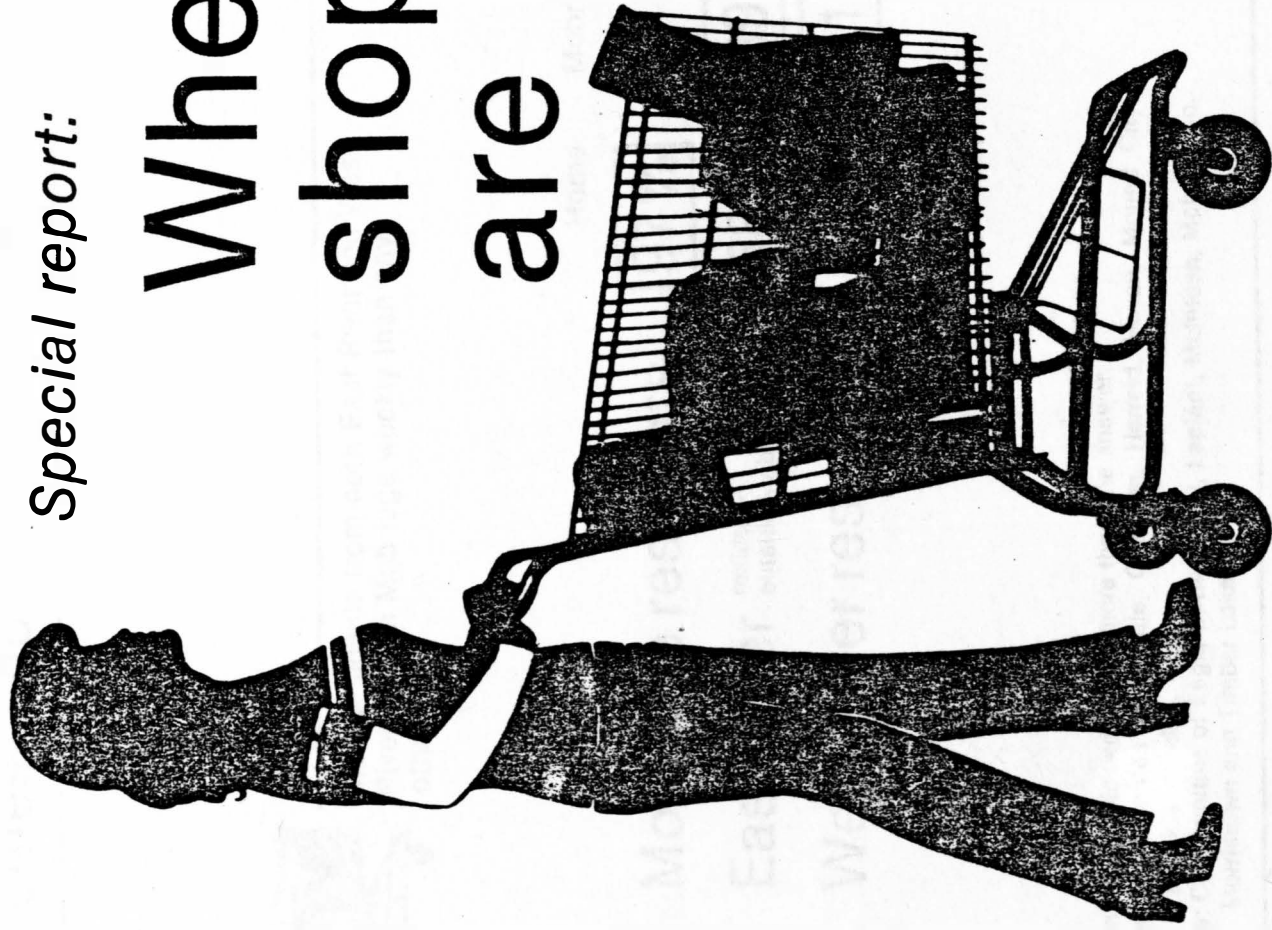
FEMALE head of household:

Managerial 4%
Blue Collar 13%
Professional 11%
Wife 35%
White collar 11%
Retired 22%

"Don't knows" and "refused to answers" factored out of all percentages.

Special report:

Where the shoppers are



What cities and towns do you shop in weekly?



More residents from both East River and West River shop in Mobridge weekly than any other city.

	Home	Mobridge	Aberdeen	Bismarck
1. Mobridge residents . . .	97%		3%	1%
2. East River <small>residents outside Mobridge</small> . . .	58%	39%	11%	1%
3. West River residents .	73%	31%	1%	2%

Respondents were allowed to give more than one answer.

East River: Communities of Bowdle, Glenham, Herreid, Hoven, Mound City, Pollock and Selby.

West River: Communities of Eagle Butte, Isabel, Laplant, McIntosh, McLaughlin, Morristown and Timber Lake.

What cities and towns do you shop in monthly?



More residents from both East River and West River shop in Mobridge monthly than any other city.

	Home	Mobridge	Aberdeen	Bismarck
1. Mobridge residents . .	29%		22%	25%
2. East River <small>residents outside Mobridge</small> . . .	14%	51%	32%	11%
3. West River residents .	31½ %	45%	3%	29%

Respondents were allowed to give more than one answer.

East River: Communities of Bowdle, Glenham, Herreid, Hoven, Mound City, Pollock and Selby.

West River: Communities of Eagle Butte, Isabel, Laplant, McIntosh, McLaughlin, Morristown and Timber Lake.

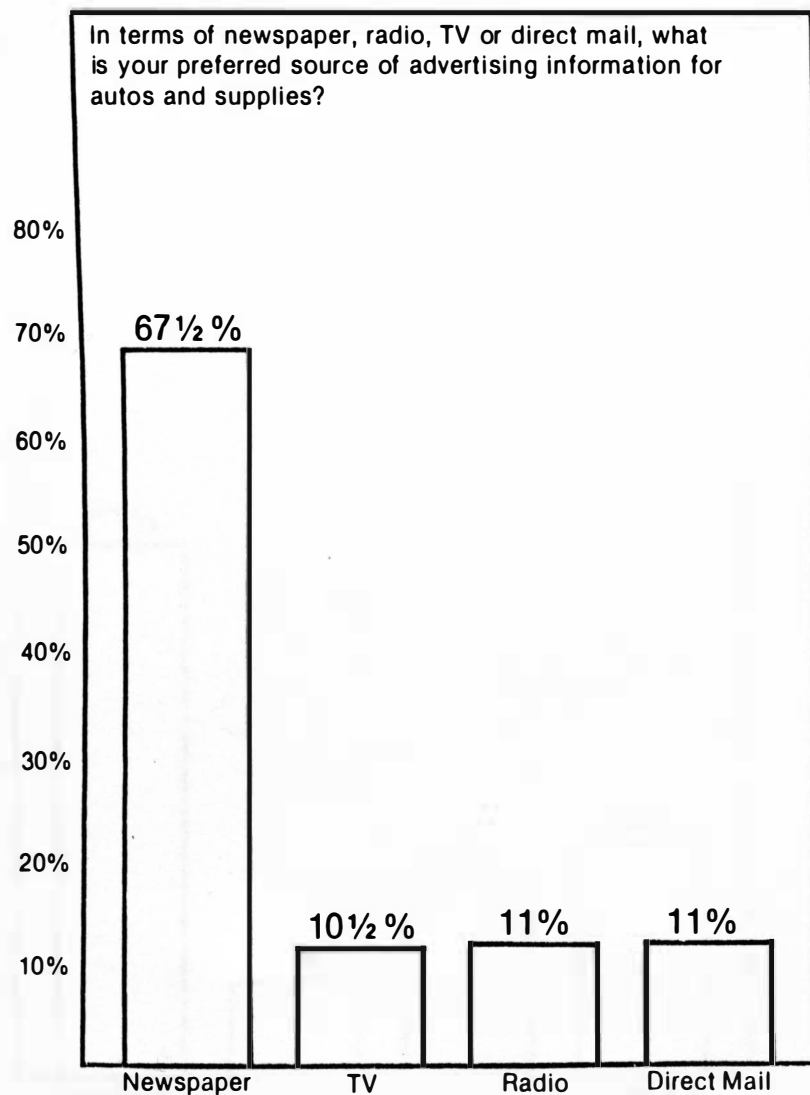
What day of the week do you usually shop in Mobridge?



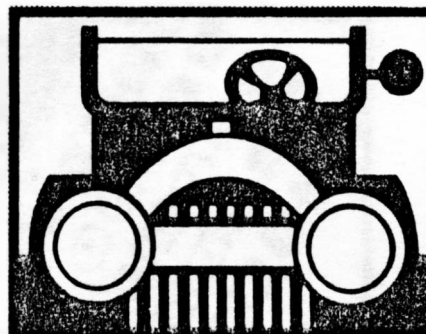
Thursday is the most popular shopping day of the week for those who shop in Mobridge, with Friday and Saturday a distant second and third.

	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
				1 45%	2 23%	3 16%
4	5	6	7			
11	<div data-bbox="304 827 1580 1342" data-label="Text"> <p>People like to shop after they get the paper: 84 percent of the major shoppers list Thursday, Friday or Saturday as the day they usually shop in Mobridge.</p> </div>					
18						

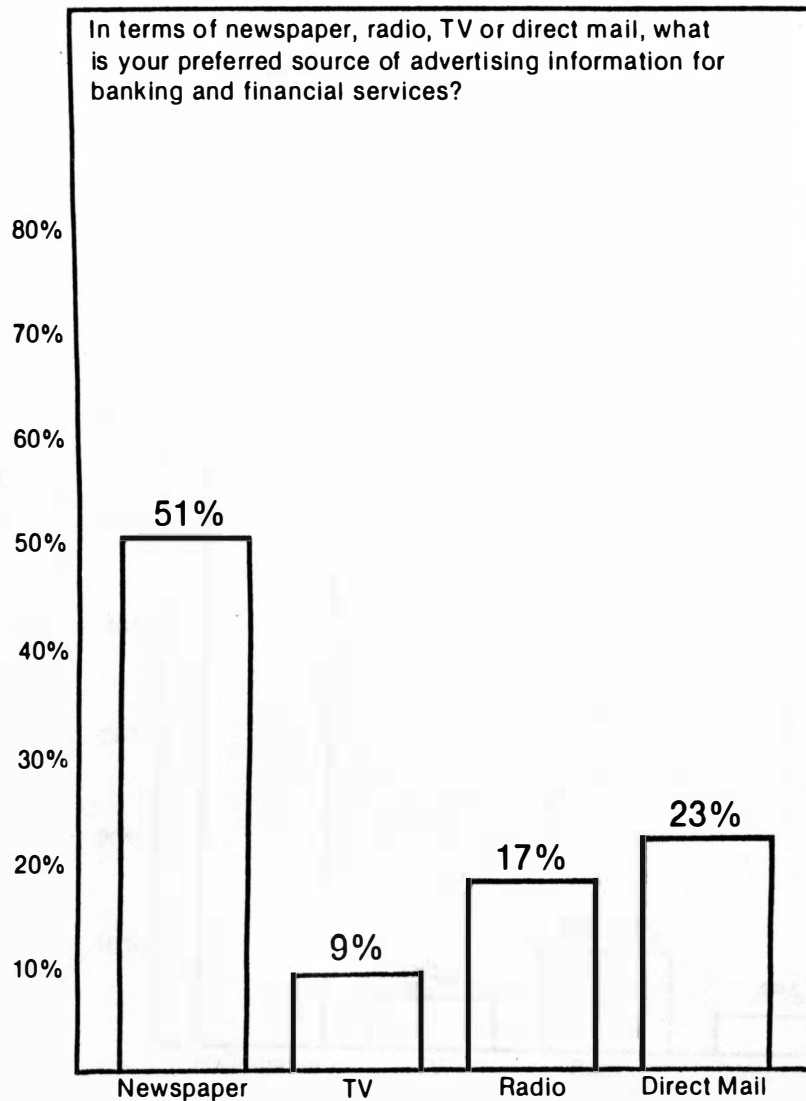
Preferred source of information for automobiles and auto supplies



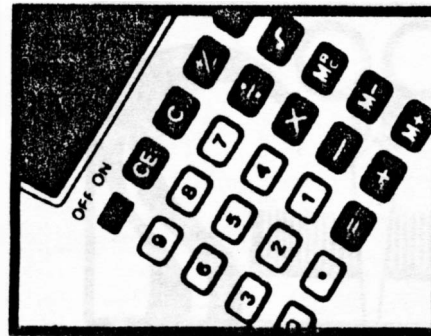
Major shoppers in the Mobridge trade area prefer information for buying automobiles and auto supplies in newspapers six to one over the second-place medium.



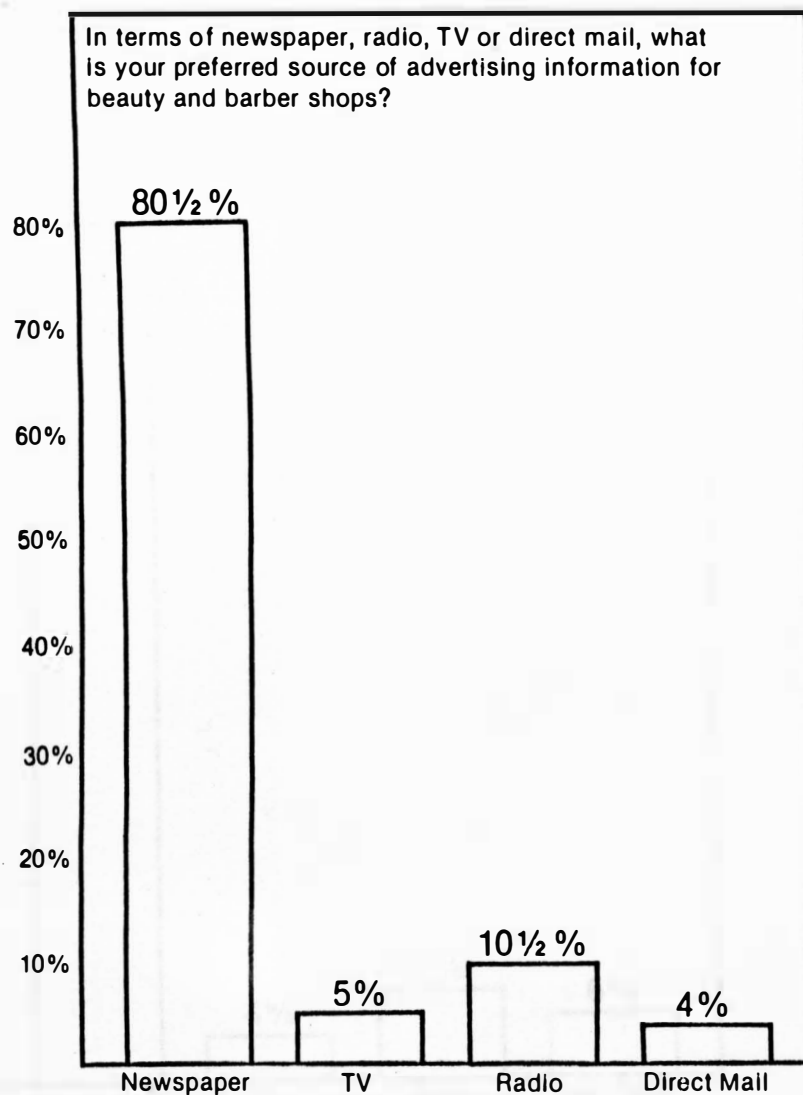
Preferred source of information for banking and financial services



Major shoppers in the Mobridge trade area prefer information about banking and financial services in newspapers two to one over the second-choice medium.



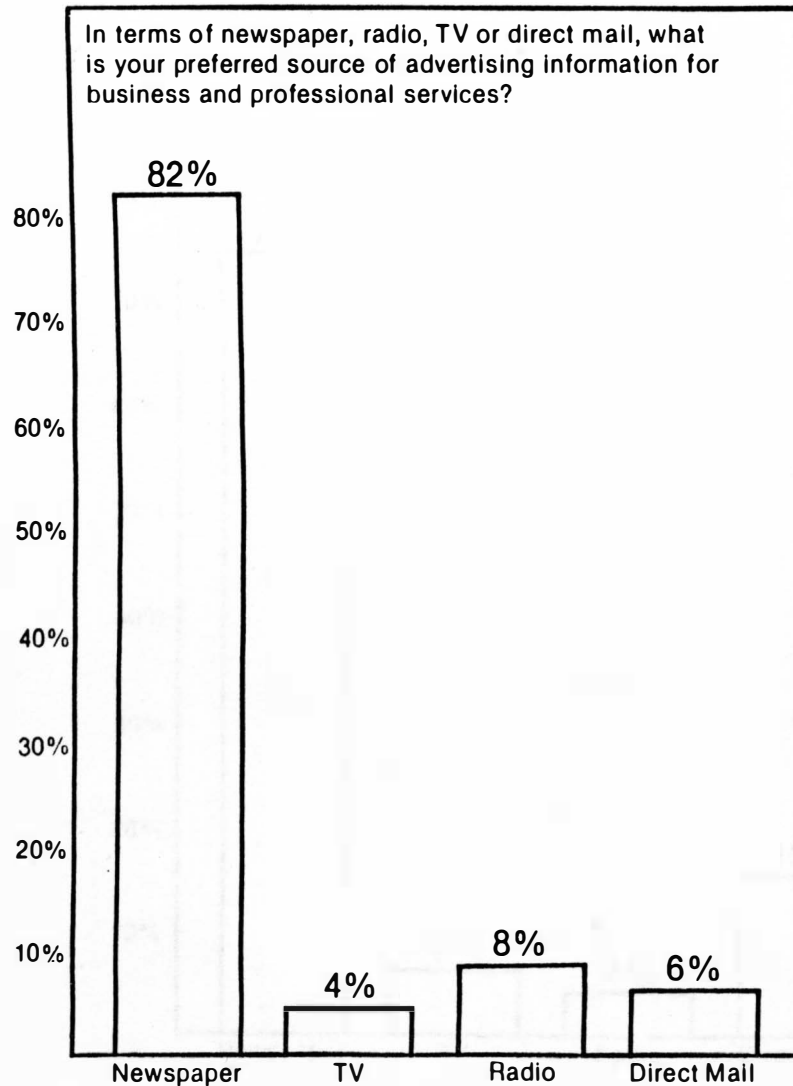
Preferred source of information for beauty and barber shops



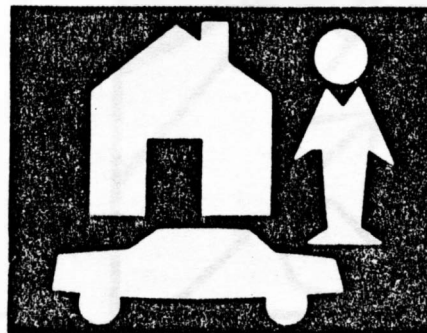
Major shoppers in the Mobridge trade area prefer information about beauty and barber shops in newspapers seven to one over the second-place medium.



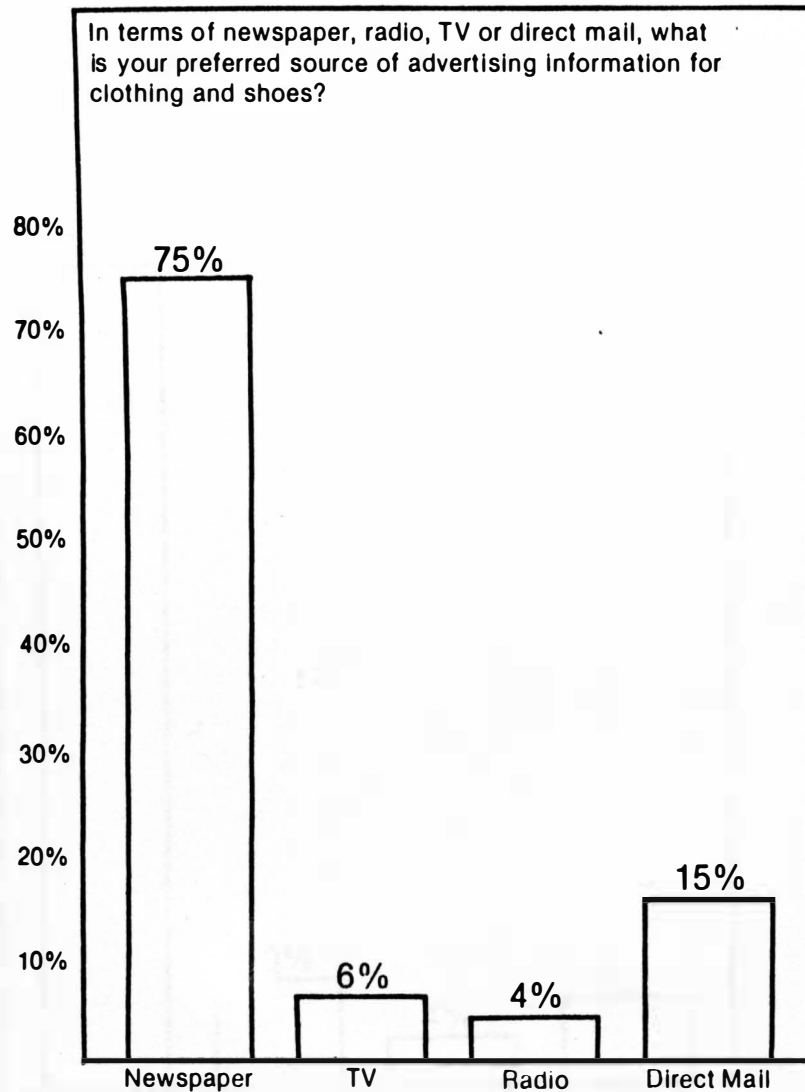
Preferred source of information for business, professional service



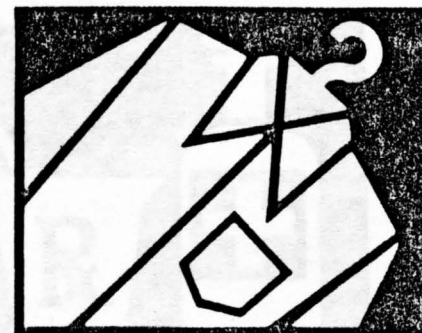
Major shoppers in the Mobridge trade area prefer information about business and professional services in newspapers ten to one over the second-place medium.



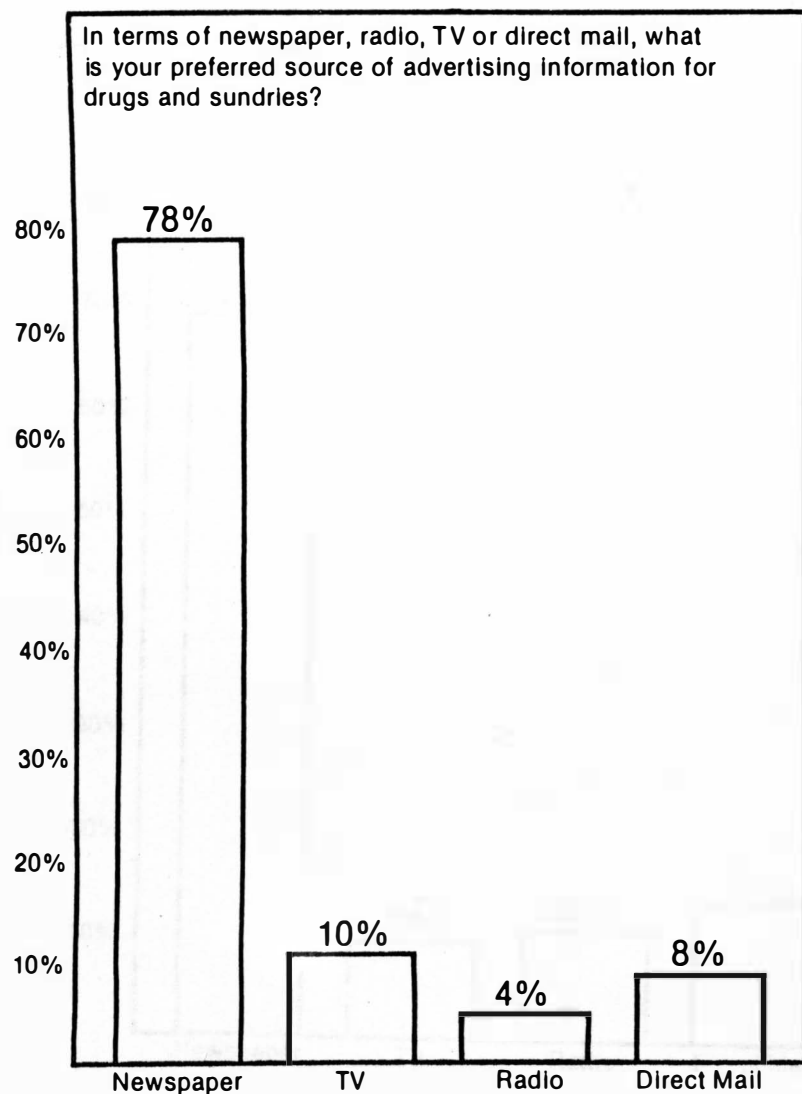
Preferred source of information for clothing and shoes



Major shoppers in the Mobridge trade area prefer information for buying clothing and shoes in newspapers five to one over the second-place medium.



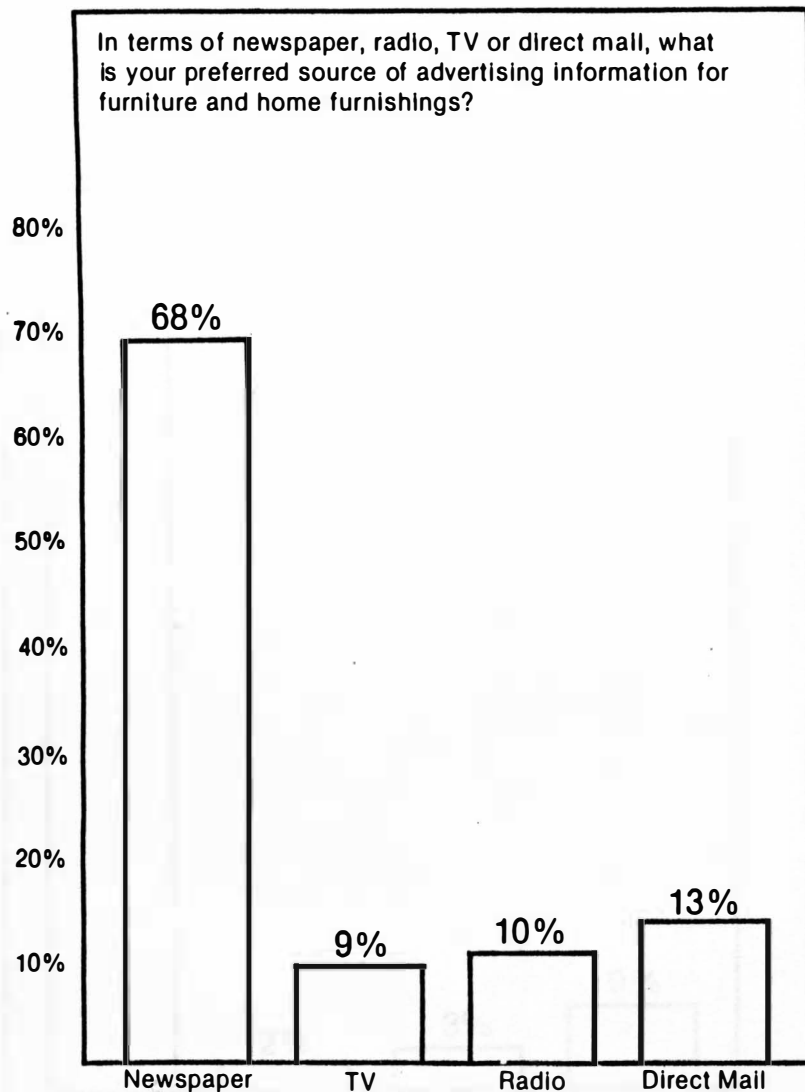
Preferred source of information for drugs and sundries



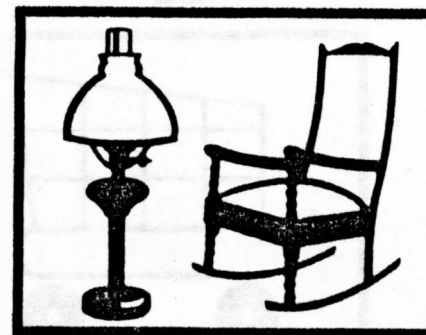
Major shoppers in the Mobridge trade area prefer information for buying drugs and sundries in newspapers nine to one over the second-place medium.



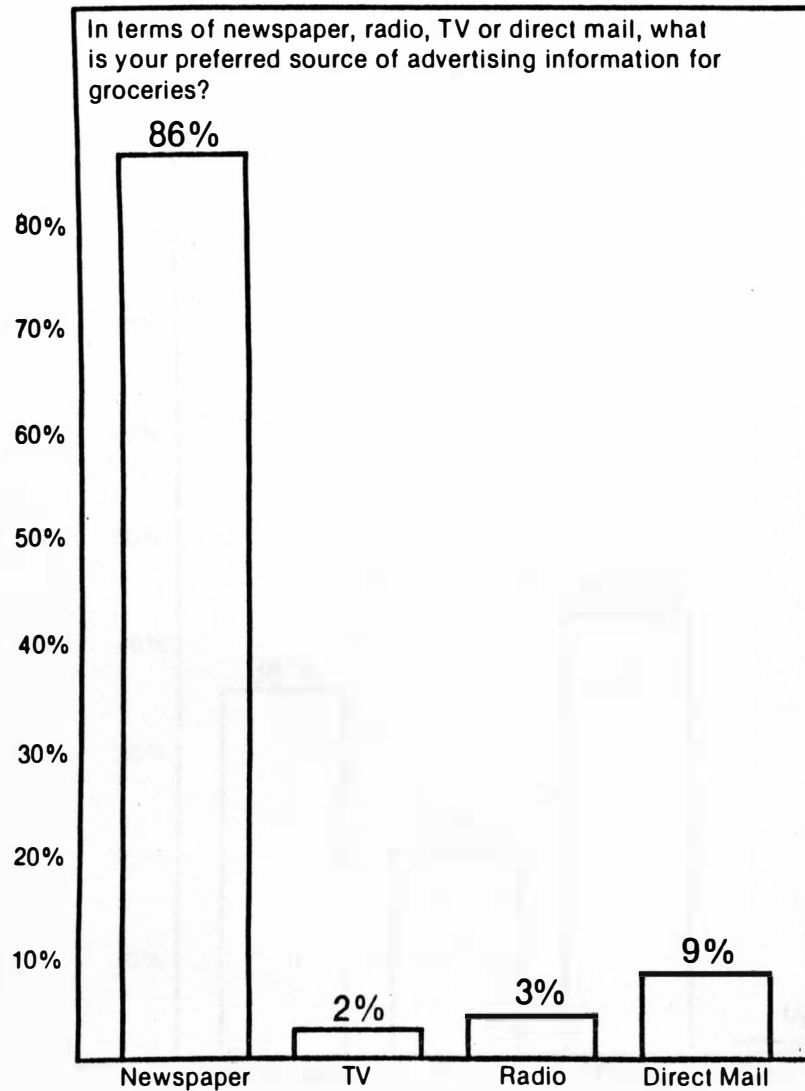
Preferred source of information for furniture, home furnishings



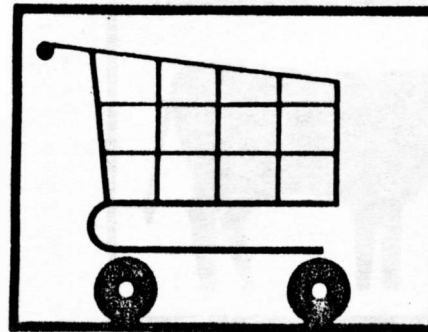
Major shoppers in the Mobridge trade area prefer information for buying furniture and home furnishings in newspapers five to one over the second-choice medium.



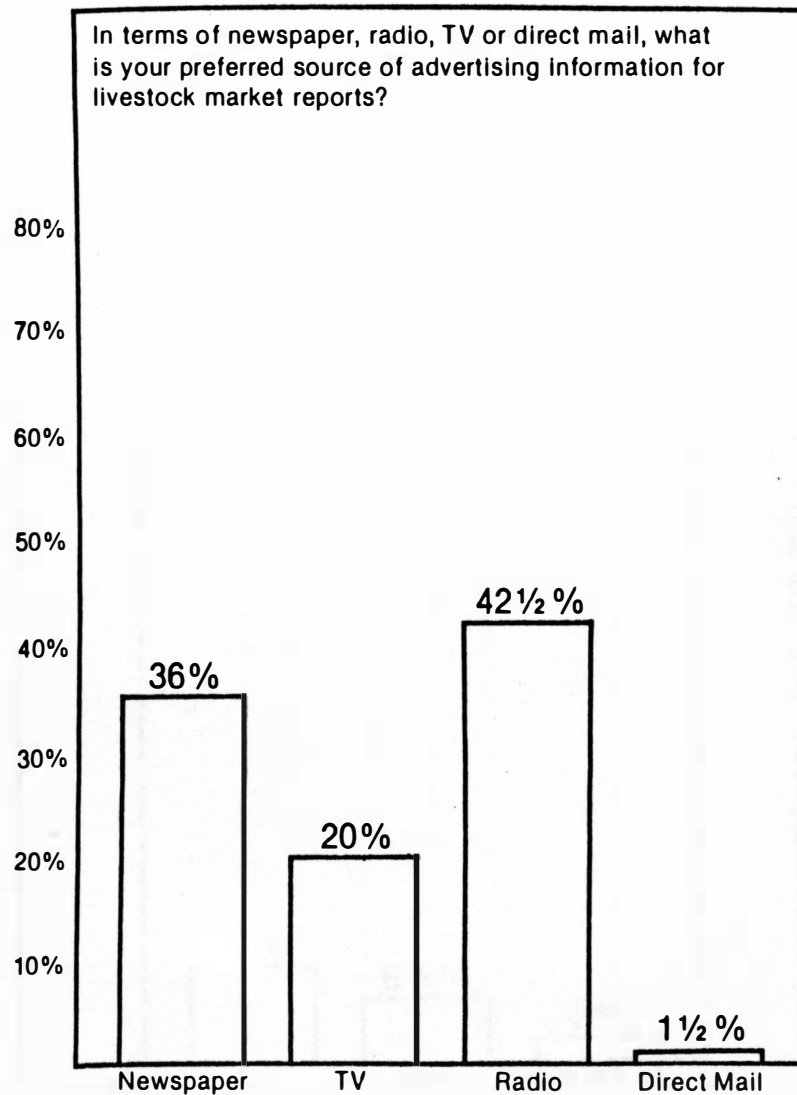
Preferred source of information when shopping for groceries



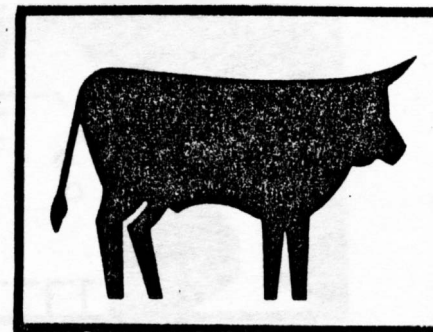
Major shoppers in the Mobridge trade area prefer information for buying groceries in newspapers nearly ten to one over the second-place medium.



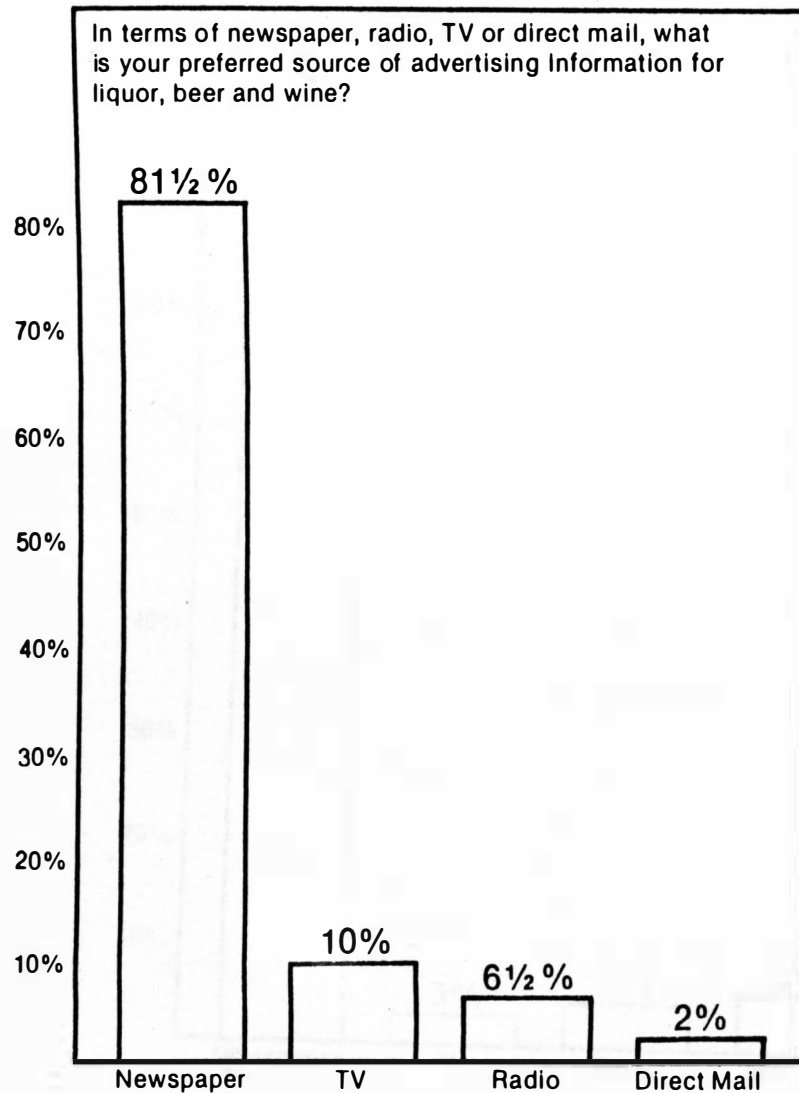
Preferred source of information for livestock market reports



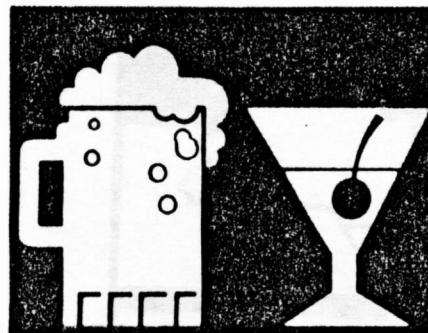
Slightly more major shoppers in the Mobridge trade area pick radio as their preferred source of livestock market reports, but newspapers are a close second.



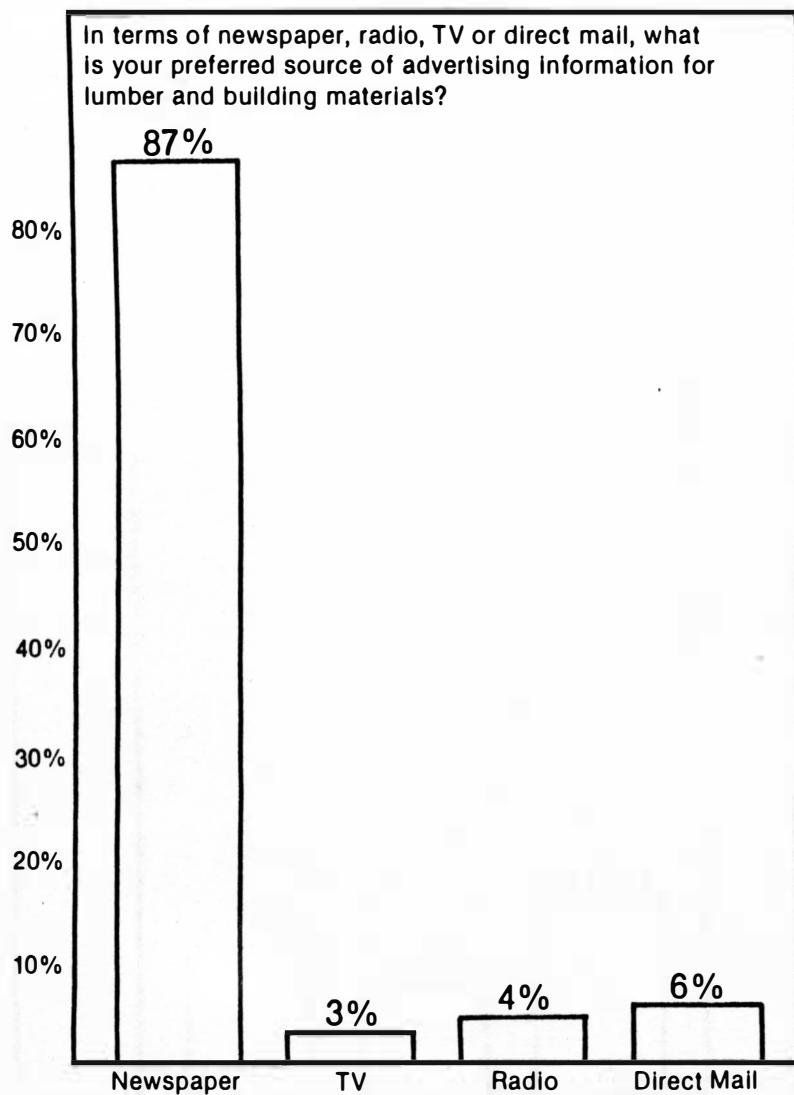
Preferred source of information for liquor, beer and wine



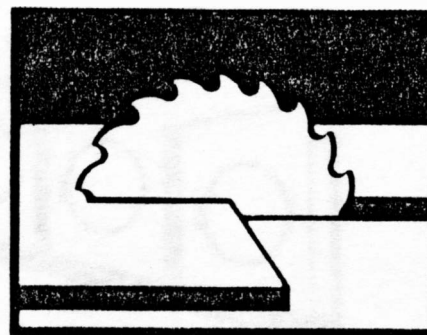
Major shoppers in the Mobridge trade area prefer information for buying liquor, beer and wine in newspapers eight to one over the second-place medium.



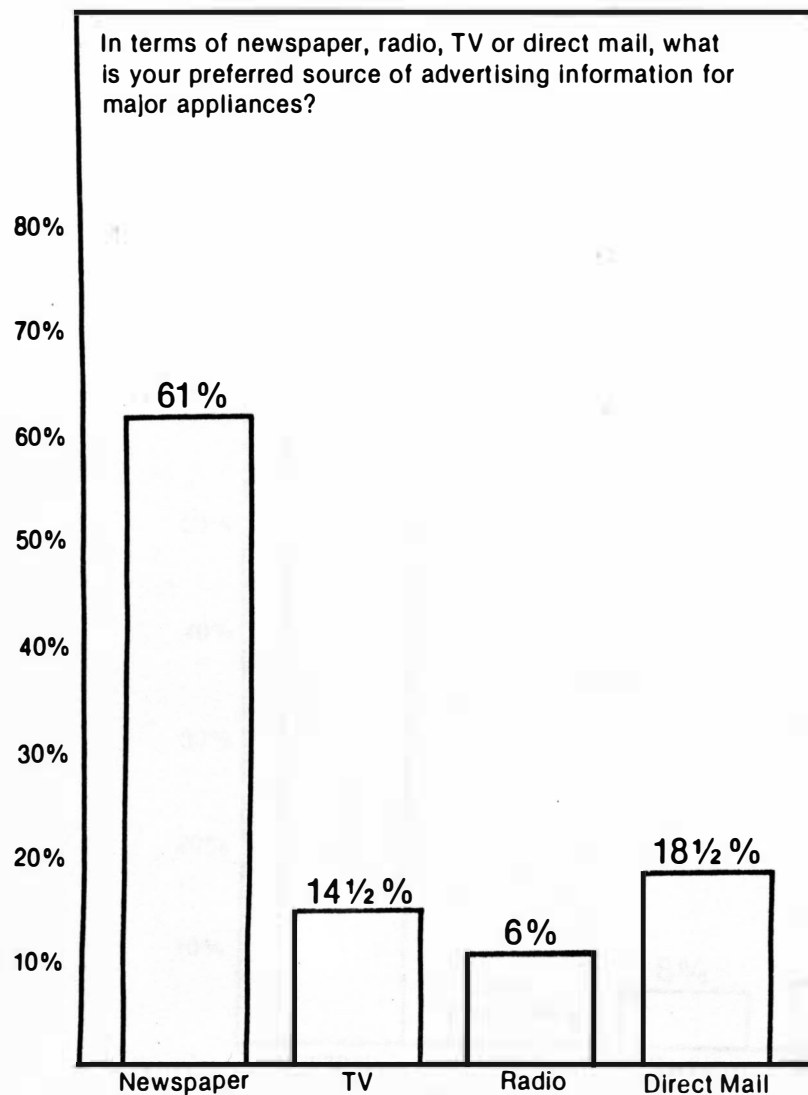
Preferred source of information for lumber, building materials



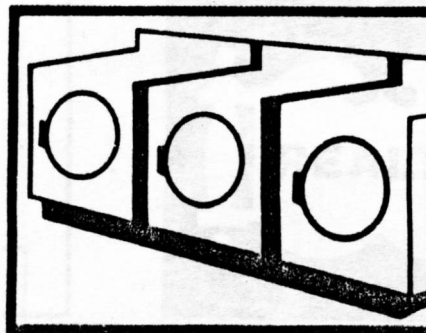
Major shoppers in the Mobridge trade area prefer information about buying lumber and building materials in newspapers fourteen to one over the second-place medium.



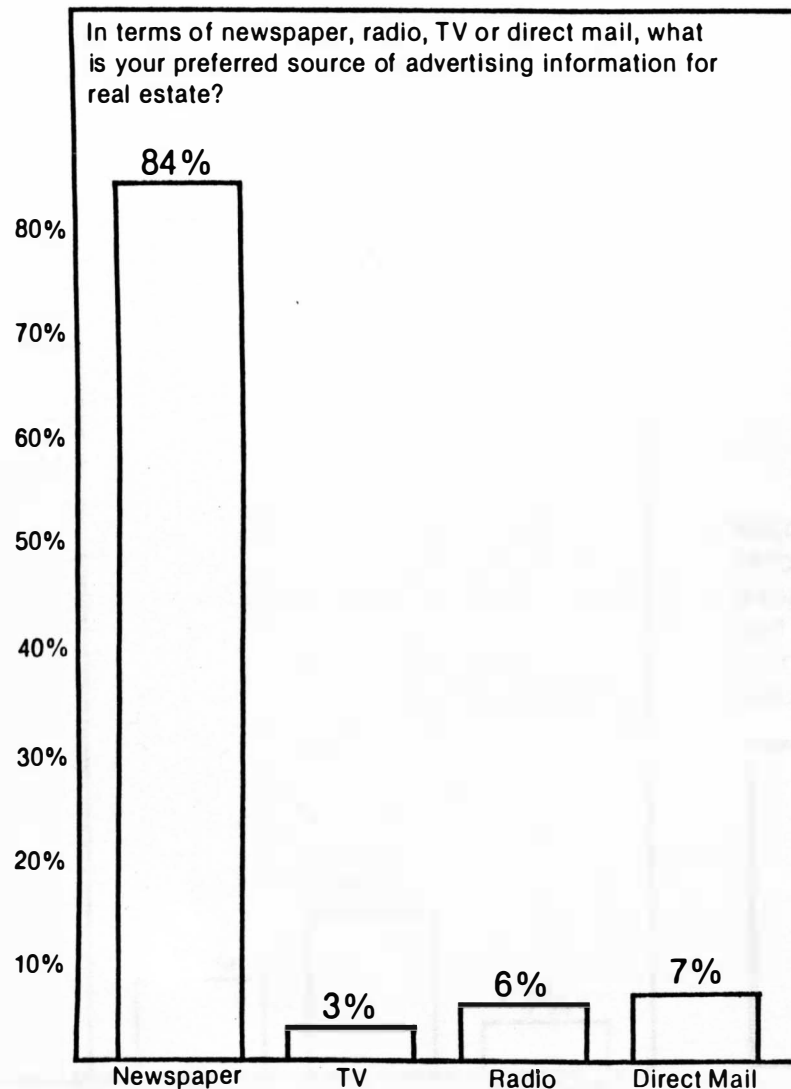
Preferred source of information for major appliances



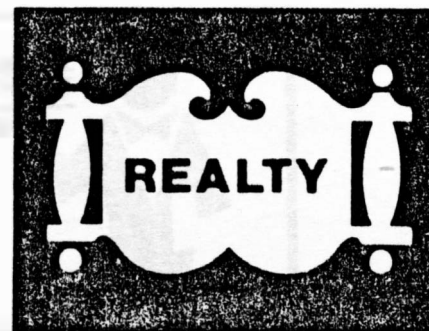
More major shoppers in the Mobridge trade area prefer information for buying major appliances in newspapers than all other media combined.



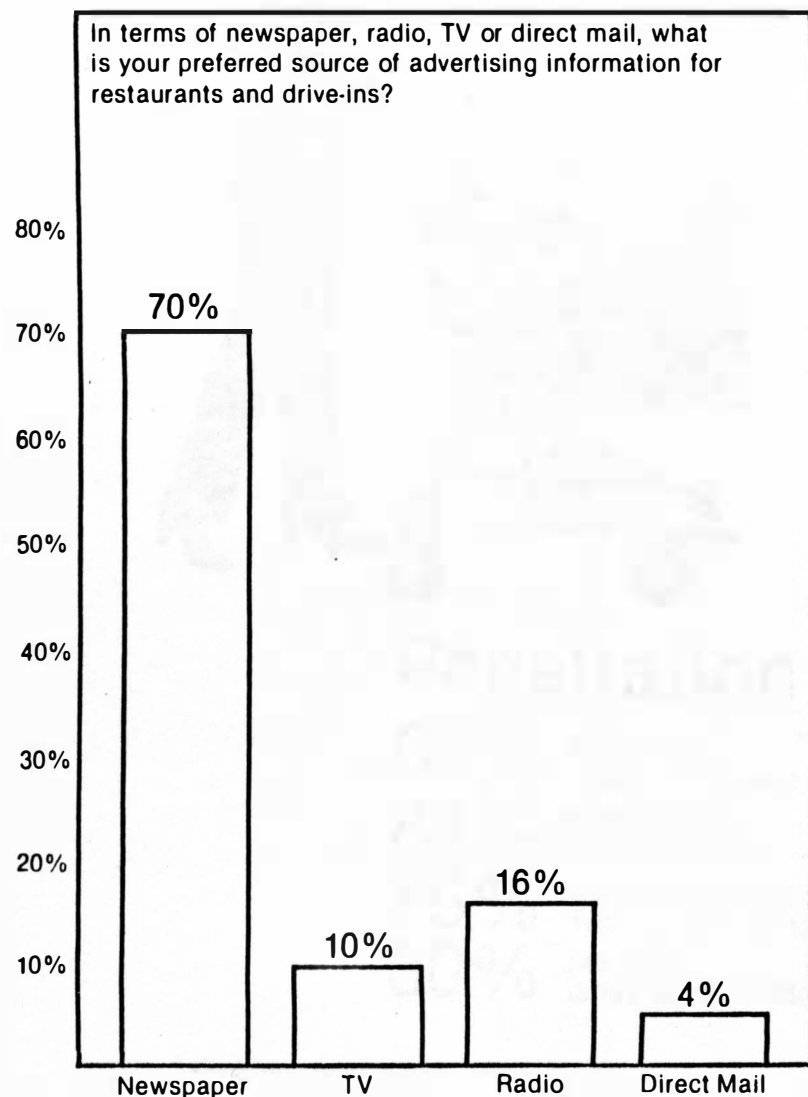
Preferred source of information for real estate



Major shoppers in the Mobridge trade area prefer real estate information in newspapers twelve to one over the second-place medium.



Preferred source of information for restaurants and drive-ins



Major shoppers in the Mobridge trade area prefer information about restaurants and drive-ins in newspapers four to one over the second-place medium.





TRIBUNE

Mobridge, South Dakota

really goes to market

Penetration

63% read last
issue of Tribune
81% read Tribune
in last month
75% read 4 issues of the
Tribune in the last month
80% read last
issue of Reminder

Exposure

37% referred back
to the Tribune twice
32% referred back
to the Reminder twice
26% referred back
to the Tribune three times

Taken from total market data

Shop at the Tribune

How received...when read



How Received:

How readers say they receive the Mobridge Tribune:

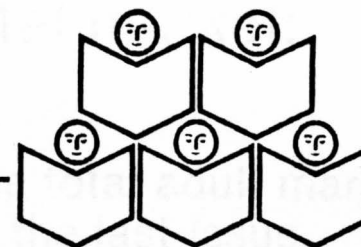
Home delivered	41%
Mail	35%
Buy from dealer	11%
Passed along	11%
Other	2%



When Read:

What day do you usually first read your Mobridge Tribune?

Wednesday	49%
Thursday	39%
Friday	6½ %
Saturday	3½ %
Sunday	2%



Refer Back:

How many times do you usually refer back to your Mobridge Tribune after the first time you read it?

Once	20%
Twice	37%
Three	26%
Four	9%
Five	3%
Six	5%



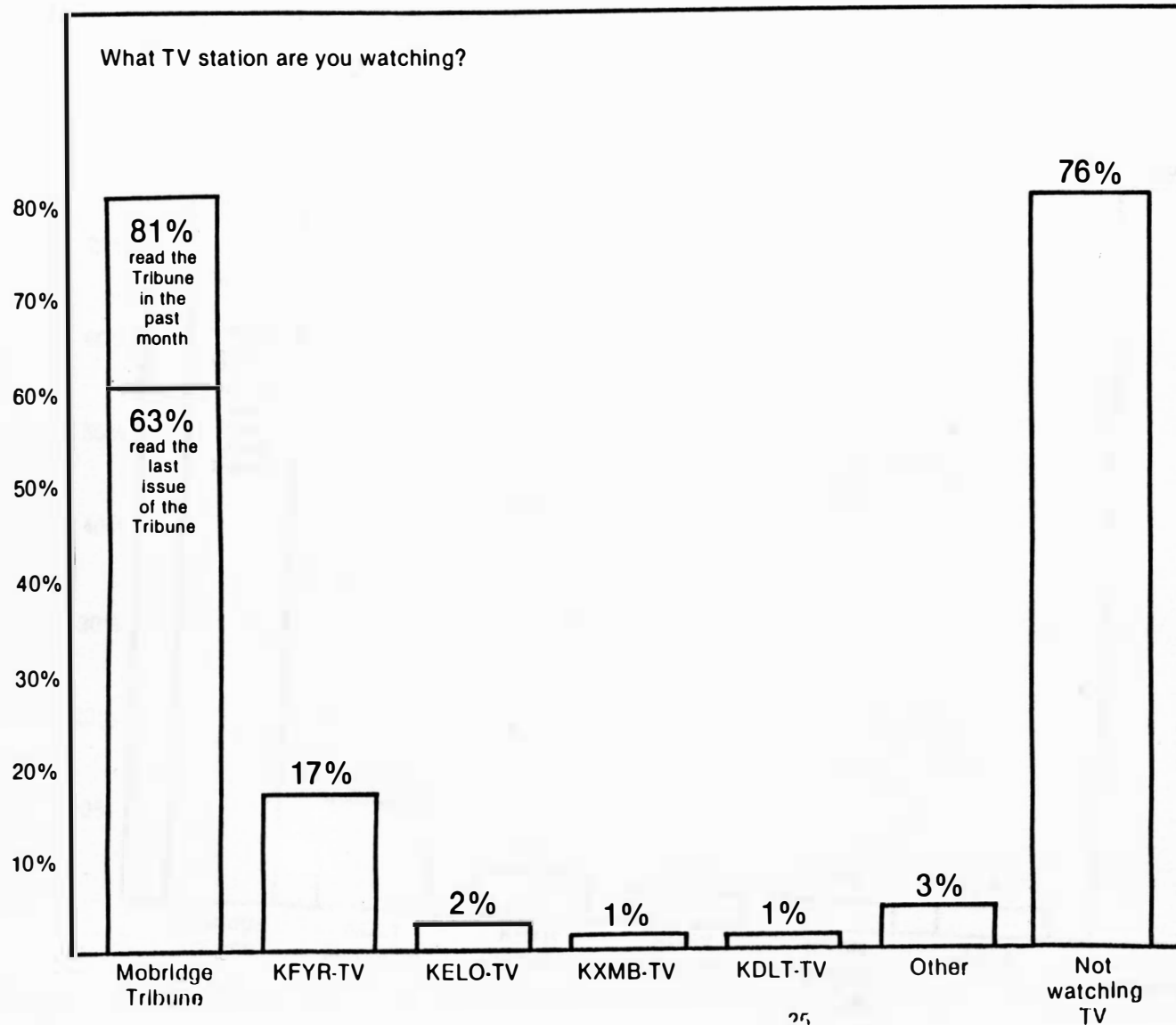
80%

32%

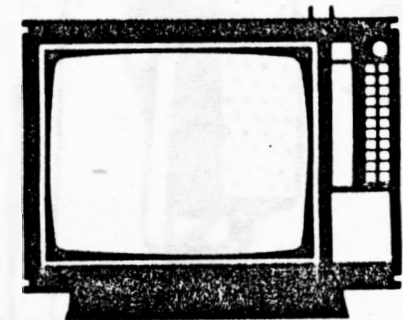
referred back
to the **REMINDER**
twice.



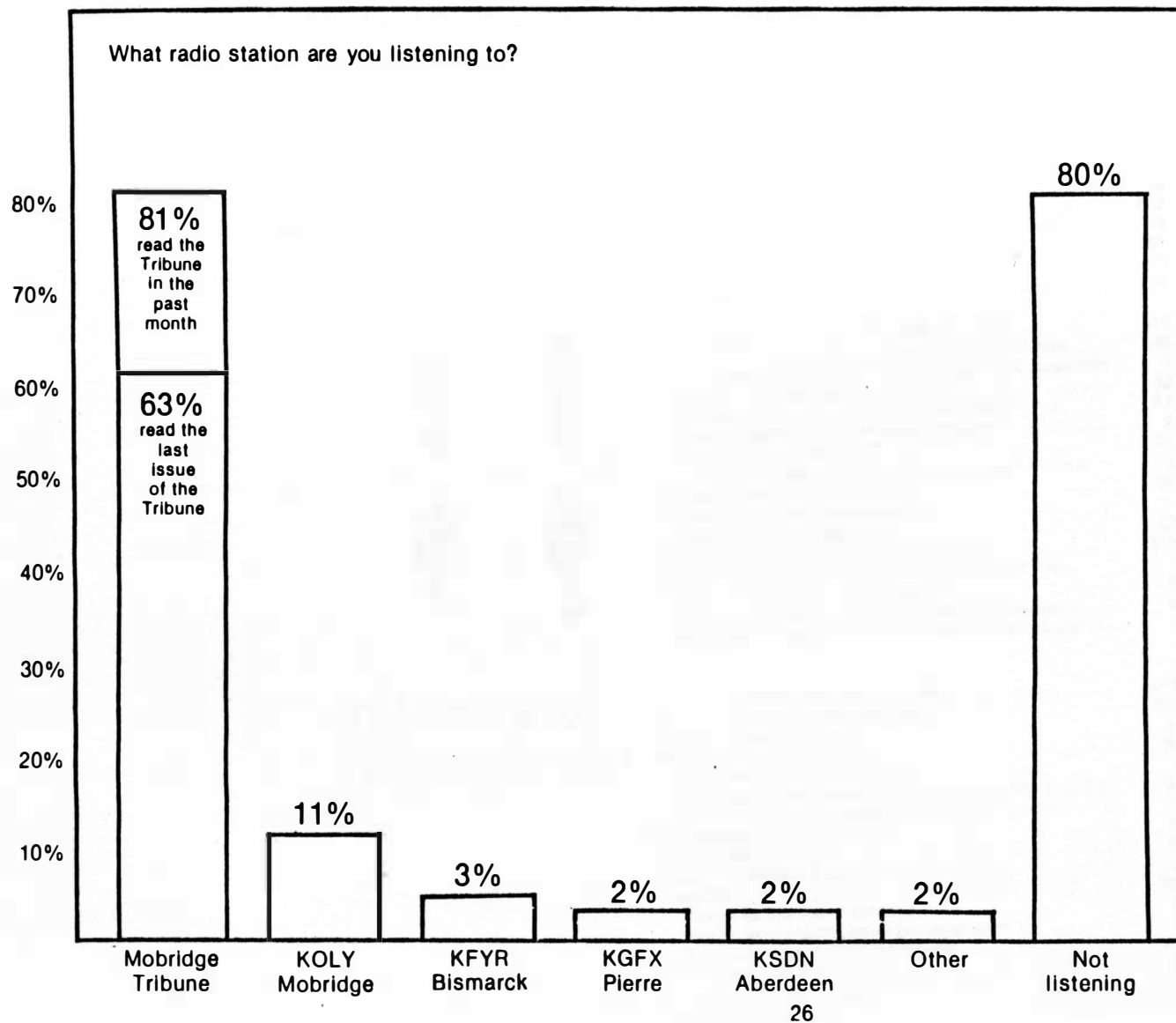
Television viewing



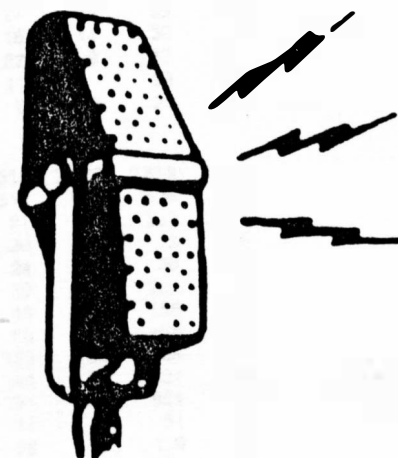
The Mobridge Tribune reaches nearly five times as many major shoppers in the four-county shopping area as the leading television station.



Radio listening

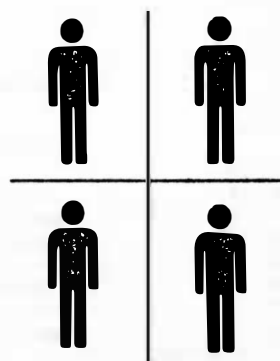


The Mobridge Tribune reaches more than seven times as many of the major family shoppers in the four-county retail area as the leading radio station.



City and County Demographics: 1980 Census

Occupation of Employed Persons:



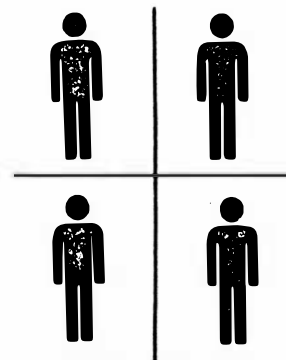
Industry of employment

	Campbell	Corson	Dewey	Walworth	City of Moberg
Employed 16 years and older	975	1,512	2,049	2,858	1,894
Managerial and professional specialty occupations	104	268	452	529	326
Executive, administrative and managerial	36	103	122	199	108
Professional specialty occupations	68	165	330	330	218
Technical, sales and administrative support	119	261	397	740	579
Sales occupations	45	79	111	331	263
Administrative support, including clerical	71	162	282	370	282
Service occupations	79	150	326	473	306
Private household occupations	-	8	6	42	35
Protective service occupations	-	18	21	18	18
Other service occupations	79	124	299	413	253
Farming, forestry and fishing occupations	562	524	566	487	64
Precision production, craft and repair occupations	44	174	156	350	252
Operators, fabricators, and laborers	67	135	152	279	167
Transportation occupations	25	40	71	105	67
Handlers, equipment cleaners, helpers, laborers	28	41	54	83	46
Employed females, 16 years and older	310	481	841	1,221	818
Managerial and professional specialty occupations	40	150	203	214	122
Executive, administrative and managerial occupation	8	38	48	41	24
Professional specialty occupations	32	112	155	173	98
Technical, sales, and administrative support occ.	87	161	293	476	377
Health technologists and technicians	2	6	-	26	23
Sales occupations	25	41	72	126	106
Administrative support occupations, incl. clerical ..	59	105	219	324	248
Service occupations	60	103	253	385	235
Private household occupations	-	8	6	42	35
Other service occupations	60	95	247	343	200
Farming, forestry and fishing occupations	113	27	69	59	16
Precision production, craft, and repair occupations	1	18	14	30	27
Operators, fabricators and laborers	9	22	9	57	41
Machine operators and tenders, except precision	2	11	-	23	21
Handlers, equipment cleaners, helpers and laborers ..	6	6	9	21	14
Employed 16 years and older	975	1,512	2,049	2,858	1,894
Agriculture, forestry and fisheries	562	514	566	506	86
Construction	37	97	107	227	167
Manufacturing	37	30	42	78	56
Durable goods	4	24	3	30	27
Transportation, communications & other public utilities .	32	39	103	292	71
Communications, utilities and sanitary services	10	13	52	186	155
Wholesale trade	20	69	18	158	80
Retail trade	83	123	194	508	373
Finance, insurance and real estate	16	44	53	134	83
Services	150	391	594	854	
Business and repair services	10	17	19	51	28
Private households, other personal services	17	28	50	139	124
Professional and related services	118	346	518	642	417
Health services	34	65	55	302	212
Educational services	71	215	361	225	102
Public administration	38	205	372	101	54

City and County Demographics: 1980 Census

Income:

	Campbell	Corson	Dewey	Walworth	City of Mobridge
INCOME IN 1979					
Households	817	1,426	1,584	2,598	1,622
Less than \$5,000	244	435	394	484	329
\$5,000 to \$7,499	111	144	149	263	185
\$7,500 to \$9,999	87	164	201	306	177
\$10,000 to \$14,999	153	212	291	487	251
\$15,000 to \$19,999	110	169	179	344	236
\$20,000 to \$24,999	64	104	189	337	207
\$25,000 to \$34,999	29	123	117	248	168
\$35,000 to \$49,999	11	51	32	108	54
\$50,000 and more	8	24	32	21	15
Median	\$9,037	\$9,543	\$10,632	\$12,016	\$11,863
Mean	\$10,982	\$12,750	\$13,601	\$14,444	\$14,285
Families	656	1,172	1,228	1,936	1,136
Median	\$11,229	\$10,786	\$12,000	\$14,715	\$15,825
Mean	\$12,383	\$14,007	\$15,519	\$16,479	\$16,820
Unrelated individuals 15 years and older	168	341	460	775	568
Median	\$4,037	\$3,203	\$3,597	\$5,219	\$5,114
Mean	\$5,051	\$5,168	\$5,440	\$7,318	\$7,236
Family type by presence of children:					
Families	\$11,229	\$10,786	\$12,000	\$14,715	\$15,825
With own children under 18 years	\$12,561	\$9,846	\$11,802	\$15,562	\$16,301
With own children under 6 years	\$14,079	\$9,235	\$11,356	\$14,068	\$14,440
Without own children under 18 years	\$10,286	\$11,995	\$12,768	\$13,820	\$15,339
Married-couple families	\$11,435	\$13,428	\$14,141	\$15,840	\$17,253
With own children under 18 years	\$12,895	\$12,067	\$13,558	\$17,582	\$19,077
With own children under 6 years	\$14,219	\$11,630	\$12,406	\$15,701	\$16,607
Without own children under 18 years	\$10,368	\$15,721	\$15,556	\$13,838	\$15,387
Female householder, no husband present	\$6,875	\$4,747	\$8,636	\$9,063	\$8,281
With own children under 18 years	\$5,833	\$3,770	\$8,682	\$8,750	\$8,594
With own children under 6 years	-	\$3,566	\$7,574	\$7,917	\$8,333
Without own children under 18 years	\$13,750	\$6,958	\$8,578	\$10,625	\$7,045
Workers in family in 1979:					
No workers	\$5,700	\$4,263	\$3,558	\$8,244	\$8,750
1 worker	\$10,417	\$8,952	\$8,506	\$11,508	\$11,287
2 workers	\$13,397	\$15,593	\$15,154	\$17,141	\$17,961
3 or more workers	\$15,682	\$20,714	\$20,238	\$22,902	\$25,000



Median family income:

Mobridge \$15,825

Campbell Co. \$11,229

Corson Co. \$10,786

Dewey Co. \$12,000

Walworth Co. \$14,715

Median income per person:

Mobridge \$5,600

Campbell Co. \$4,042

Corson Co. \$3,521

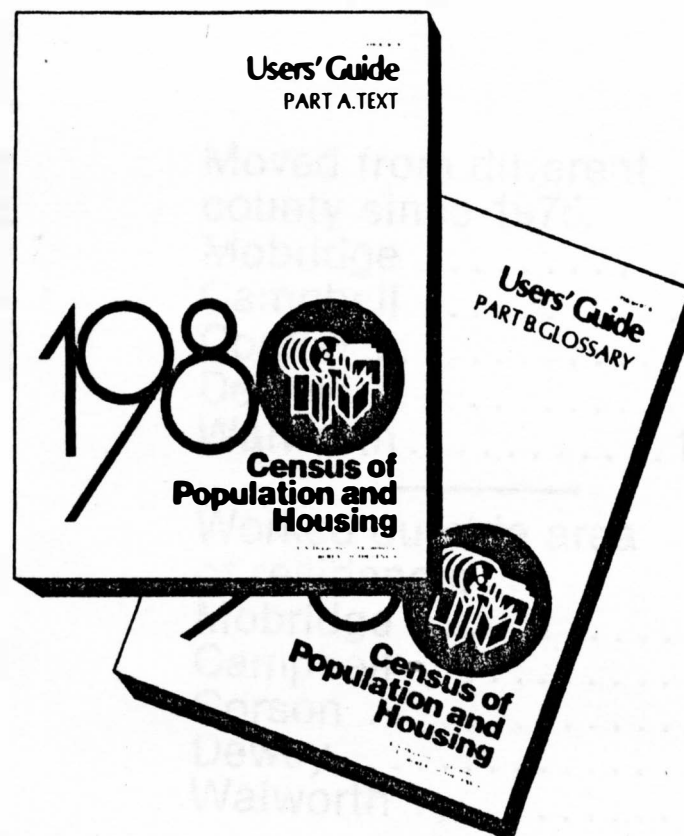
Dewey Co. \$3,943

Walworth Co. \$5,370

City and County Demographics: 1980 Census

Educational characteristics:

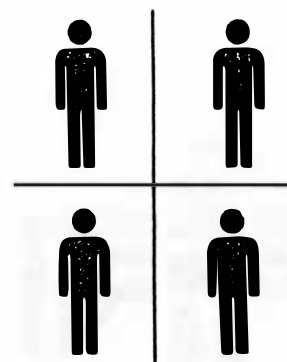
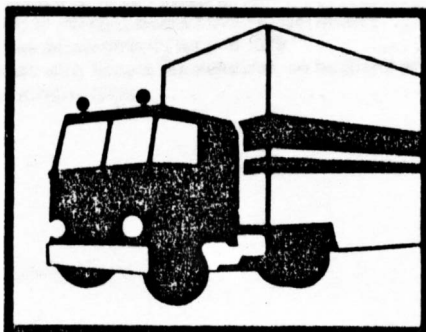
	Campbell	Corson	Dewey	Walworth	City of Mobridge
School enrollment and type of school					
Persons 3 years old and over enrolled in school ..	494	1,540	1,548	1,587	918
Nursery school	-	94	71	28	25
Kindergarten	37	113	120	129	67
Elementary (1 to 8 years)	252	809	844	885	535
High school (1 to 4 years)	193	440	430	504	264
College	12	84	83	41	27
Percent enrolled in school:					
3 and 4 years old	-	32.5	21.2	12.5	18.9
5 and 6 years old	75.9	81.5	72.7	87.3	84.2
7 to 13 years old	98.6	98.5	100.0	99.5	100.0
14 and 15 years old	100.0	92.4	92.6	100.0	100.0
16 and 17 years old	96.5	71.8	71.6	94.5	95.1
18 and 19 years old	47.1	32.7	24.8	42.4	40.2
20 and 21 years old	-	7.2	1.8	-	-
22 to 24 years old	2.6	7.0	7.7	3.9	3.6
25 to 34 years old	2.1	3.9	5.2	1.9	2.6
Years of school completed:					
Persons 25 years old and over	1,449	2,483	2,522	4,333	2,550
Elementary: 0 to 4 years	55	75	88	203	122
5 to 7 years	6	204	117	263	172
8 years	435	469	429	829	450
High school: 1 to 3 years	103	465	485	342	188
4 years	483	781	851	1,578	968
College: 1 to 3 years	174	293	302	688	386
4 years or more	133	191	250	430	272
Percent high school graduates:	52.4	47.7	53.6	63.4	63.8



City and County Demographics: 1980 Census

Geographic mobility

Nativity and place of birth					
Total persons	2,243	5,196	5,366	7,011	4,174
Native	2,219	5,129	5,347	6,882	4,100
Born in State of residence	1,672	3,198	4,509	5,282	2,984
Born in different state	545	1,925	836	1,568	1,091
Born abroad, at sea, etc.	2	6	2	32	25
Foreign born	24	67	19	129	74
Residence in 1975					
Persons 5 years and older	2,110	4,578	4,704	6,460	3,824
Same house	1,608	2,718	2,757	4,001	2,193
Different house in United States	502	1,829	1,947	2,453	1,625
Same county	246	1,203	1,144	1,335	840
Different county	256	626	803	1,118	785
Same state	132	360	478	721	500
Different state	124	266	325	397	285
Abroad	-	31	-	6	6
Place of work					
Workers 16 years and older	968	1,414	1,990	2,806	1,654
Place of work reported	922	1,355	1,872	2,679	1,567
Worked in area of residence	855	1,149	1,792	2,514	1,336
Worked outside area of residence	67	206	80	165	231
Percent of those reporting place of work	7.3	15.2	4.3	6.2	14.7
Means of transportation to work					
Workers 16 years and older	970	1,473	1,997	2,805	1,654
Private vehicle	415	694	944	1,750	1,182
Walked only	414	543	566	631	303
Worked at home	121	215	415	252	42
Travel time to work:					
Mean	9.7	13.2	12.2	12.4	11.1
minutes ..					



Moved from different county since 1975:

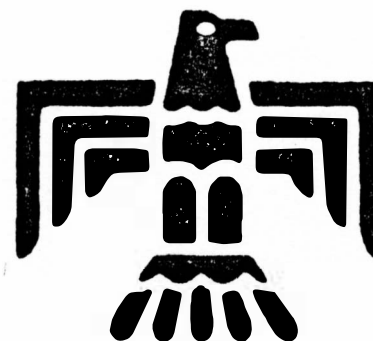
Mobridge	785
Campbell	256
Corson	626
Dewey	803
Walworth	1,118

Worked outside area of residence:

Mobridge	231
Campbell	67
Corson	206
Dewey	80
Walworth	165

Indian reservation demographics: 1980 Census

	Cheyenne River Reservation	Dewey County	Ziebach County	Standing Rock Reservation	Sioux County	Corson
Total persons	1,824	910	914	8,816	3,620	5,196
American Indians	1,557	767	790	4,800	2,341	2,459
Percent American Indians of total persons	85.4	84.3	86.4	54.4	64.7	47.3
American Indians under 5 years of age	252	109	143	716	351	365
American Indians 18 and older	733	385	348	2,442	1,147	1,295
American Indians 65 and older	63	41	22	210	85	125
American Indians over 5 who speak a language other than English at home	36.2	15.8	57.0	34.4	32.0	36.7
American Indian civilians 16 to 19 years old not enrolled in school, not high school graduates	47.1	43.2	50.0	41.9	25.1	53.7
American Indians 25 or older, percent high school grads	43.1	44.2	41.8	46.0	51.4	41.0
American Indians 25 or older, percent college grads	1.8	1.4	2.4	4.0	5.1	3.1
American Indian families with own children under 6	40.8	37.5	44.6	40.9	43.2	38.7
American Indians under 18 living with two parents	51.0	56.8	45.9	53.3	57.7	48.7
American Indian children ever born per 1,000 women 35 to 44 years	5,667	4,800	6,061	5,205	5,076	5,356
Percent males, 16 years and older in labor force	71.6	71.1	72.4	58.2	73.8	45.3
Percent females, 16 years and older in labor force	49.2	51.4	47.4	42.5	56.3	29.2
Percent females with own children under 6 in labor force	48.0	42.9	53.5	39.2	51.7	26.3
Non-workers per 100 workers	199	178	222	249	182	351
Civilian labor force — percent unemployed	13.2	12.0	14.7	21.5	25.0	16.1
Total number of families	282	152	130	868	421	447
Percent families with no workers in 1979	2.8	-	6.2	18.5	13.5	23.3
Median income per household in 1979	\$8,898	\$9,327	\$7,969	\$8,669	\$10,975	\$7,022
Median income per family in 1979	\$9,697	\$10,357	\$8,523	\$8,800	\$10,972	\$7,354
Median income per family with female householder, no husband present, in 1979	\$8,667	\$10,313	\$6,917	\$4,857	\$6,767	\$4,145
Per capita income in 1979	\$2,563	\$3,335	\$1,814	\$2,602	\$2,885	\$2,333
Persons below poverty level in 1979	857	353	504	2,182	899	1,283
Percent of persons below poverty level in 1979	55.4	46.6	64.0	47.1	38.9	55.4
Families below poverty level in 1979	134	56	78	384	158	226
Families with female householder, no husband present, below poverty level	52	21	31	228	92	136



Notes
